Standards & Guidelines

GE Identity Program

Contents 010

Basic Standards 100

Application Standards 200

Special Guidelines 300

Reproduction Materials 500

Document Plan 700

100, Basic Standards

110, Program Overview

120, Trademark Practices & Protections
121, Primary Trademarks & Service Marks
122, Secondary Trademarks & Service Marks
123, Trade Names, Trademarks, & the GE Identity Program (30.11)

130, Graphic System
131, Graphic Signatures
132, Color
133, Typography
134, Dynamic Monogram

200, Application Standards

Products & Packages
210, Product Identification
220, Packaging
230, Shipping Cases & Cartons

240, Marketing Communications
241, Advertising
242, Recruitment Advertising
243, Promotional Brochures
244, Product Literature
245, Promotional Materials
247, Exhibits
248, Presentation Materials

250, Employee Communications
251, Newsletters
252, Employee Identification
242, Recruitment Advertising (See document 242 in Marketing Communications)

Stationery for
261, North American Components & Affiliates
262, Corporate Staff
264, Components outside North America

Formatting Stationery
263, in North America
265, outside North America

Other Applications
270, Forms & Checks
280, Facility Signs
285, Facility Signs Engineering Drawings
290, Vehicle Identification

300, Special Guidelines

301, Component Names

Summaries & Excerpts
315, Summary Standards & Guidelines
320, Components outside the U.S.A.
330, United Kingdom Materials

Affiliates, Joint Ventures, & Joint Projects
For GE employees:
341, Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects
For affiliates:
342, Affiliates Name & Trademark Practices
For joint venture partners:
343, Joint Ventures Name & Trademark Practices
For joint project partners:
344, Joint Projects Name & Trademark Practices

Licensees & Other Users
350, Licensees Trademark Practices
360, Sales & Service Businesses Trademark & Graphic System Practices
370, OEMs

Other Special Guidelines
381, Adobe Acrobat & GE Identity Program Documents
382, GE Logo Font
382.Sup, GE Logo Font Supplement

390, Frequently Asked Questions
391, FAQ: Basic Standards
392, FAQ: Advertising & Branding

500, Reproduction Materials

Contained in this volume:
540, Signature Monogram Grid Drawings

Available from the GE Identity Website or Hotline:

551, GE Logo Font
Custom font for Windows or Macintosh computers with all versions of the signature and Dynamic Monograms. Note: On the CD-ROM, the PostScript version of GE Logo Font is available in the following folders inside the Fonts folder:
- *For Macintosh, 551_M_PS folder*
- *For Windows, 551_W_PS folder*

560, Color Samples
Offset-printed sheets used to establish visual standards for match color reproduction with one uncoated and one coated sheet of Platinum Grey, Laser Red, the GE Grey & Metallic Color Palette, GE Dark Color Palette, and GE Bright Color Palette

Basic Standards

Program Overview **110**

Trademark Practices & Protections **120**
Primary Trademarks & Service Marks **121**
Secondary Trademarks & Service Marks **122**
Trade Names, Trademarks, **123**
& the GE Identity Program (30.11)

Graphic System **130**
Graphic Signatures **131**
Color **132**
Typography **133**
Dynamic Monogram **134**

Program Overview

Letter from John D. Opie **110**. 01
Why *was the GE Identity Program created?* **110**.02
What *is the GE Identity Program?* **110**.03
Who *is included in the GE Identity Program?* **110**.04
Glossary **110**.10

To: GE Identity Program participants

In the ever-demanding global business climate of the 90s and beyond, it is critical that we protect and enhance GE's unique competitive advantage —our name and reputation.

As we move to become the most entrepreneurial, agile, and profitable enterprise in business today, *real* competitive advantage can be gained and leveraged in the proper and disciplined use of the Company's trademarks.

Although competitors can market similar products and services around the world, none can offer these under the mark of the Monogram, an enduring symbol of innovation, reliability, dynamism, trust, and value to our customers.

These guidelines help you realize the tremendous advantage our name and identity can bring to your customers, your business, and our Company. Please read these guidelines carefully, implement them fully, and reap the advantages of this powerful competitive tool.

Sincerely,

John Opie

John D. Opie
Vice Chairman & Executive Officer

Why?

Why was the GE Identity Program created?

The Company's identity—our name, trademark, and graphic presentation—is one of our most valuable assets. As the most visible representation of our Company, the GE identity is an important tool we can use to shape the perceptions of our customers, investors, and employees. Therefore, it is critical that we leverage this asset for competitive advantage today and protect it for the future.

It is for these two purposes—*leverage* and *protection* of a valued asset—that the GE Identity Program exists.

This program is the product of an exhaustive reexamination of the Company's image and identity and related practices. This analysis began with extensive interviews in 1986 among customers and employees throughout the world and concluded with three key objectives:

Analysis	Program Objectives
• The name "GE" and the Monogram are universally recognized. • The breadth of the Company's diversity has increased in recent years as a result of growth and acquisitions. • GE is primarily associated with appliances; the Company's diversity is not generally understood. • The name "General Electric" is inaccurate as the Company's businesses are no longer predominantly "electrical."	• **Broaden awareness of GE's diversity so that people have a more *accurate perception* of the Company.**
• GE has one of the best reputations among major corporations; the Company's goodwill is high. • The basic strength of the Company's image is its reputation for reliability and quality. • The Company is not perceived to be as innovative and dynamic as, in fact, it is.	• **Maintain GE's image of *reliability* and improve perception of its *innovation* and *dynamism.***
• GE's use and application of design and graphics has not been systematized, leading to - a fragmented and outdated presentation of the Company's identity - wide variation in quality • The GE identity is a highly valuable asset, benefiting its businesses and affiliates.	• **Unify GE's identity through a *consistent* and *high-quality* application of *contemporary* program standards throughout the Company.**

What?

To accomplish our objectives, the three-part GE Identity Program provides naming standards, graphic standards, and application guidelines.

Naming standards address the first objective of the program: to broaden awareness of GE's diversity. The guiding principle is simplification of our names so that they are accurate and easily understood.

These are the key elements:

- ***The name of the Company is "GE."*** We no longer use the name "General Electric Company," except when legally required.
- ***Components use "GE"*** with an accurate, short, and easily understood description of their business: for example, "GE Appliances" and "GE Plastics."
- ***Affiliates may choose to use "GE"*** and/or their own names. The affiliate naming process helps to determine the most appropriate affiliate names.

Graphic standards help to achieve the other two objectives of the program: to improve perception of the Company and unify the presentation of our identity. People recognize our reliability, but they have failed to credit us for our dynamic and innovative response to a changing business environment.

Application standards, the final part of the program, detail correct use of the naming and graphic standards in all media. The fundamental principle guiding day-to-day application of the identity is the consistent and correct implementation of the program standards as the context for creativity.

The graphics capture the paradox of our image—reliability combined with dynamism.

Reliability is conveyed by

- *continuing use of the Monogram,* a 100+ year-old symbol that is familiar and trusted
- *standardizing the color of the Monogram to Platinum Grey,* creating a classic and distinguished presentation
- *using a serif typeface, ITC New Baskerville,* suggesting traditional qualities

Dynamism and innovation are conveyed by

- *using a signature that provides a contemporary environment for the Monogram;* the signature features
  - *the Laser Line,* suggesting the precision of high technology
  - *an italic typeface, Univers,* suggesting energetic forward movement
  - *an asymmetrical layout,* conveying movement with its visual tension
- *selectively using a portion of the Monogram on a large scale*—the Dynamic Monogram—suggesting that the Company is too dynamic to be contained

Who?

Whether the GE Identity Program applies to you and the communications you handle depends on the answer to a single question:

Do you use the name “GE” or the Monogram to identify or promote your product, service, component, subcomponent, division, department, operation, internal function, program, or project?

Yes.

If you use the name “GE” or the Monogram to identify or promote your product, service, organizational part, or internal activity, then the GE Identity Program standards and guidelines apply to all your communications, from letterheads and business cards to advertising, promotional materials, and signs. The GE Identity Program provides standards and guidelines controlling the use of the name “GE” and the Monogram in all media.

Everyone with responsibility for creating, purchasing, or managing communications for the Company and its operating units and affiliates—both GE employees and their authorized suppliers—should carefully review and apply the principles and standards contained in the GE Identity Program documents.

Note: Special guidelines are available for

- components outside North America
- affiliates, joint ventures, and joint projects
- dealers, distributors, sales representatives, and repair shops
- external licensees
- original equipment manufacturers (OEMs)
- materials used in the United Kingdom

See document **300**, *Special Guidelines.*

No.

If you make* no *reference to GE—that is, you do not use the name “GE” or the Monogram to identify or promote your product, service, organizational part, or internal activity—then the GE Identity Program standards and guidelines do not apply to your communications.

Your only obligations in support of the GE Identity Program are these:

- **In copy** (such as in the body of letters) and conversation (such as in sales presentations), use the correct communicative names for GE components and affiliates. (For a current list of component communicative names, see document **301**, *Component Names,* page 05.)
- **In designing communications,** avoid using GE Identity Program elements such as
  - *the graphic signature structure,* including
    - · the Laser Line
    - · signature typography
  - *the corporate colors:*
    - · Platinum Grey
    - · Laser Red
  - *program typography,* including the series
    - · Univers and Univers Condensed
    - · ITC New Baskerville

Note: In all media, all users of the Company’s trademarks and service marks are subject to the use and protection guidelines in these documents:

- **121**, *Primary Trademarks & Service Marks*
- **122**, *Secondary Trademarks & Service Marks*
- **123**, *Trade Names, Trademarks, & the GE Identity Program*

continued

Who is included in the GE Identity Program?

continued

Examples of components, affiliates, and communications that are not subject to the standards and guidelines of the GE Identity Program include

- **RCA® brand** promotional media such as advertising, brochures, product literature, and packaging (without any GE identification)

  Note: Permanent media such as stationery, business forms, signs, vehicles, and shipping cartons used by the GE components that market the RCA brand *are* subject to the standards and guidelines of the GE Identity Program.

- **Permanent and promotional media used by**
  - **NBC**
  - **Hotpoint** (without any reference to GE)
  - **affiliates using level 4 and 5 names** as determined by the affiliate naming process (See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects.)*

affiliate
an organizational element wholly or partially owned by the Company, or by one of the Company's *components* or affiliates, that is incorporated and operates with its own board of directors

affiliate naming process
the method by which names are developed for affiliates, using the *five-level naming scheme* and the *naming decision tree*
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 21 to 26.)

application
an item of *promotional* or *permanent media*

background
the area surrounding an image; specifically, the area surrounding the *Monogram*

baseline
the alignment point of letterforms along their bottom edges

bleed
to reproduce so the image continues off the *format*

brand or brand mark
synonym for *word mark* or *design mark*

capital height
the vertical dimension of an *uppercase letter* measured from its top to its base perpendicular to the *baseline*

capital letter
a large or *uppercase letter* as distinct from a *lowercase letter* in the alphabet

communicative name
the informal name of the Company or one of its organizational elements, used in conversation, copy, and graphic signatures. It does not contain legal terms such as "Company," "Inc.," or "Ltd." (For example, the communicative name of the General Electric Company is "GE.")

component
a wholly owned organizational element of the Company that operates without a separate board of directors

condensed
having the characteristic of type compressed in width (For example, this sentence is typeset in a condensed typeface.)

corporate color
Platinum Grey or Laser Red
(See document **132**, *Color,* page 02.)

corporate mark
a *word mark* or *design mark* used to designate the GE brand of products or services, including
- the *Monogram*
- the block letter initials "GE"
- the *General Electric Signature*

(See document **121**, *Primary Trademarks & Service Marks,* pages 03 to 11.)

design mark
a symbol, logotype, or other visual device adopted and used by the Company to designate its products or services and differentiate them from any others. A design mark is usually protected by registration in the U.S. Patent & Trademark Office (for example, the *Monogram,* the NBC Peacock, the RCA logotype).
(See document **121**, *Primary Trademarks & Service Marks,* page 01.)

Dynamic Monogram
one of the authorized drawings of only a portion of the *Monogram*, used as *graphic support* in *program applications*
(See document **134**, *Dynamic Monogram.*)

continued

field
the area within the *Monogram,* excluding the *letters/curlicues* and including the *outline circle* of the *positive* Monogram
(See document **131**, *Graphic Signatures,* page 30.)

five-level naming scheme
a tool used in the *affiliate naming process* that includes five types of names, each communicating a specific degree of association between the Company and an *affiliate*
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 21 and 22.)

flush left
aligned at a common left margin
(See *visually flush left.*)

format
an area in which elements of identification, such as *graphic signatures* and other graphic and typographic elements, are placed

four-color process
a method of reproducing full color by separating the desired colors into screen values of the primary ink colors—magenta, cyan, and yellow—and black, and printing them in combination

GE color palette
one of the three groups of colors used in *program applications*
(See document **132**, *Color,* pages 03 to 05.)

General Electric Signature
the name "General Electric" typeset in all *capital sans serif* letters with the *Monogram* placed between or centered above the words in the name
(See document **121**, *Primary Trademarks & Service Marks,* page 04.)

generic name
a name consisting of common words not protected by trademark registration

graphic signature
the fundamental visual expression of identity, usually consisting of three elements,
- the *signature Monogram*
- *signature typography*
- the *Laser Line*

configured in one of the acceptable arrangements
(See document **131**, *Graphic Signatures.*)

graphic support
a visual element used in a *layout* to enhance the verbal message conveyed in a *graphic signature* or other typography such as a title or headline (for example, a photograph, an illustration, a *thematic graphic,* the *Dynamic Monogram*)

grid
an underlying structure used to organize elements in a *layout*

italic
having the characteristic of type with main strokes slanting to the right (For example, *this sentence is typeset in an italic typeface.*)

joint marks
the *Monogram* combined with an affiliate *mark*, used to identify a *joint venture*
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 32 to 35.)

joint project
an *ad hoc* relationship between GE and another company to handle a project, bid a job, market a product, and so on
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 40 to 42.)

joint venture
an independent business entity jointly owned by GE and one or more partners who cooperate in managing it
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 30 to 39.)

continued

Laser Line
the fine horizontal line used as an element of *graphic signatures*
(See document **131**, *Graphic Signatures,* page 36.)

Laser Red
the corporate color often used in the *Laser Line,* the standard for which is shown and specified in document **560**, *Color Samples*
(See document **132**, *Color,* page 02.)

layout
the arrangement of graphic and typographic elements within a *format*

legal name
the formal name under which the Company or one of its organizational elements operates as a lawfully registered business, generally used in *media* only when required by law, such as in the address block on letterheads and in contracts, proposals, and agreements. A legal name often contains legal terms such as "Company," "Inc.," or "Ltd." A legal name is *not* used in a *graphic signature.* (For example, the legal name of GE is "General Electric Company.")

letters/curlicues
the script lettering of "GE" plus the scrolls that form a circle around the lettering in the *Monogram* (used as an abbreviated reference)
(See document **131**, *Graphic Signatures,* page 30.)

letterspacing
the space between letters in a word

line spacing
the space between lines of typography

linear Dynamic Monogram
one of the authorized drawings of the *Dynamic Monogram* in which the *field* is composed of fine horizontal lines
(See document **134**, *Dynamic Monogram,* pages 06 and 07.)

lowercase letter
a small letter as distinct from a *capital letter* in the alphabet

margin
the area in a *format* usually kept clear of running text

mark
synonym for *word mark* or *design mark*
(See document **121**, *Primary Trademarks & Service Marks,* page 01.)

match color
a color reproduced using a specially mixed ink instead of *four-color process*

media
forms of communication

Monogram
the authorized drawing of the *trademark* design, containing the initials "GE" in script lettering enclosed in curlicues forming a circle, that appears in GE Identity Program documents
(See document **131**, *Graphic Signatures,* page 30.)

naming decision tree
a tool used in the *affiliate naming process* consisting of a succession of questions, the answers to which assist in selecting from the *five-level naming scheme*
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 23 and 24.)

outline circle
the outside line surrounding the *letters/curlicues* in the *positive* form of the *Monogram*
(See document **131**, *Graphic Signatures,* page 30.)

continued

permanent media
forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons)

pica
the basic typographic unit of measure used in GE Identity Program documents, equal to $\frac{1}{6}$ inch

Platinum Grey
the corporate color often used in the *Monogram* and *signature typography,* the standard for which is shown and specified in document **560**, *Color Samples*
(See document **132**, *Color,* page 02.)

point
the smallest typographic unit of measure used in GE Identity Program documents, equal to $\frac{1}{12}$ *pica*

positive
being dark in *value* against a light *background*

primary mark
a *design mark* or *word mark* used to designate a broad range of the Company's products or services
(See document **121**, *Primary Trademarks & Service Marks.)*

program application
an item of *promotional* or *permanent media* prepared according to the GE Identity Program standards and guidelines

program typography
the typeface series Univers and ITC New Baskerville (including their standard specification as defined in document **133**, *Typography*) used in all *program applications*

promotional media
forms of communication that are frequently redesigned to convey changing messages (for example, advertising, print, sales promotion, packaging)

® symbol (registered trademark symbol)
the letter *R* within a circle (®) used to indicate that a *trademark* or *service mark* is registered in the U.S. Patent & Trademark Office
(See document **120**, *Trademark Practices & Protections.)*

ragged right
typeset so two or more lines of typography are not aligned at the right margin

reverse
being light in *value* against a dark *background*

roman
having the characteristic of type with main strokes perpendicular to the *baseline*
(For example, both this word and this word are typeset in a roman typeface.)

sans serif
having no *serifs* (For example, this sentence is typeset in a sans serif typeface.)

screen
a device used in printing to decrease color intensity by reproducing fine dots of the color, specified as a percentage of the selected color (For example, a 30 percent screen of black simulates a medium grey.)

secondary word mark
a *word mark* used to designate single (or a narrow range of) products or services (for example, Carry Cool®, Spacemaker®) that is normally displayed with a *primary design mark* such as the *Monogram*
(See document **122**, *Secondary Trademarks & Service Marks.*)

serif
having a fine line finishing off the main *strokes* of a letter (For example, this sentence is typeset in a serif typeface.) (See *sans serif.)*

service mark
a *word mark* or *design mark* used to designate a service
(See document **121**, *Primary Trademarks & Service Marks,* page 01.)

continued

signature content
the message contained in the typography in a *graphic signature*
(See document **131**, *Graphic Signatures,* pages 06 to 09.)

signature Monogram
the *Monogram* used in a *graphic signature*
(See document **131**, *Graphic Signatures,* page 30.)

signature typography
the typesetting used in a *graphic signature*
(See document **131**, *Graphic Signatures,* pages 31 to 35.)

stroke
an element of a typographic form, usually drawn in one movement (For example, the letter “M” consists of four strokes.)

™ symbol (trademark symbol)
the capital letters (™) used to indicate that a name or design is claimed as a *trademark*
(See document **120**, *Trademark Practices & Protections.)*

thematic graphic
an image suggesting an idea about the Company or its organizational parts, used in *promotional media*
(See document **243**, *Promotional Brochures,* page 11.)

trademark
a *word mark* or *design mark* used to designate a product or a line of products
(See document **121**, *Primary Trademarks & Service Marks,* page 01.)

trade name
a word or phrase used in a trade to designate a business or firm rather than individual products or services
(See document **121**, *Primary Trademarks & Service Marks,* page 01.)

uppercase letter
a large or *capital letter* as distinct from a *lowercase letter* in the alphabet

value (of a color)
the relative darkness or lightness of a color

visually flush left
aligned at a common left *margin* so that forms that do not have straight, vertical left sides are placed slightly into the margin to give the appearance of alignment at the correct point
(See *flush left.*)

weight
the boldness of a typographic element such as a letter or a line, measured according to the thickness of its main *strokes*

word mark
a word or phrase adopted and used by the Company to designate its products or services and to differentiate them from any others.
A word mark is usually protected by registration in the U.S. Patent & Trademark Office
(for example, GE®, Hotpoint®, RCA®, Signa®, Spacemaker®).
(See document **121**, *Primary Trademarks & Service Marks,* page 01.)

word spacing
the space between words

Trademark Practices & Protections

GE Identity Program

Primary Trademarks & Service Marks 121

Secondary Trademarks & Service Marks 122

Trade Names, Trademarks, & the GE Identity Program (30.11) 123

Primary Trademarks & Service Marks

These guidelines apply to all users of GE's primary trademarks and service marks.

It is essential to safeguard all GE marks. Unlike patents, which are protected by government action, trademarks and service marks are protected *only* by continued and proper use—not official registration. Registration of a mark in the U.S. Patent & Trademark Office merely establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.

Therefore, it is imperative that we use the marks correctly ourselves and make sure that the resellers and licensees authorized to use them also understand and practice proper use.

Definitions

trademark or service mark
a word, symbol, or any combination of these used to identify and distinguish the products or services of one company from those of another

Trademarks and service marks, which are often referred to as *marks,* may be
- ***word marks,*** consisting of letters, words, or phrases
- ***design marks,*** consisting of symbols, logotypes, or other distinctive visual devices

"GE" in block letters is a word mark, and the Monogram and the RCA logotype are design marks.

Marks may also function as either
- ***primary marks*** identifying a broad range of the Company's products or services
- ***secondary marks*** identifying a single product or service or a narrow range of products or services

Thus, the word mark "GE" in block letters and the design mark of the Monogram are primary corporate marks because they identify many unrelated products and services that have the same corporate origin. The word marks "Spacemaker" and "Carry Cool" are secondary marks that are specific to only certain product lines, not to the products or services of the Company generally.

trade name
a word or phrase used in the trade to designate a business or firm rather than individual products or services

Note: The Company's legal name, "General Electric Company," serves as a trade name. Also, the words "General Electric" and "GE" serve as trade names when they refer to the Company but serve as word marks when they refer to the Company's products and services.

Using Primary Marks **121**.02

Corporate Marks **121**.03

Marks Used by Affiliates **121**.05

Corporate Marks & Trade Names
outside the U.S.A. **121**.06
in the United Kingdom **121**.07
Used by Outsiders **121**.09

"General Electric" in a Graphic Signature **121**.12

In all applications, use design marks according to these guidelines:

- **Use design marks prominently.** Take advantage of their selling power by
  - reproducing them in strong contrast to the background
  - placing them away from all other words and designs
- **Use marks on even and unpatterned or subdued backgrounds.** Do not display marks on patterned or distracting backgrounds because such use diminishes their strength and legibility.

  (Note: The Dynamic Monogram, as discussed on page 03, functions as graphic support to a full Monogram used in a graphic signature. As such, it is reproduced in a subtle color of low contrast to the background, and typography may overprint it.)
- **Keep design marks free from other design elements.** The Company's design marks are designs in themselves. Encircling them with words, graphic designs, shading, or outlines alters the design and consequently jeopardizes the impact as well as the exclusive rights gained from years of consistent display.
- **Do not use any mark** to form a border, background pattern, or object.
- **Always use authorized reproduction proofs of Company design marks,** available from the GE Identity Website or Hotline. Special materials for reproducing the Monogram in computer, video, and large-scale applications are also available from the Website or Hotline.

In copy, use word marks according to these guidelines:

- **Typeset the word mark in the same style, weight, and size as surrounding copy.**

Note: Company design marks may not be used in any phrase or sentence, and neither a word mark nor a design mark may be used as a novelty punctuation device in headlines or text.

- **Distinguish primary word marks.** Word marks should be visually differentiated from other words in printed material every time they appear. Although there are a number of ways to accomplish this, the recommended method is to
  - *capitalize only the first letter of each word in the mark and use lowercase letters for the balance of the word mark* (unless the word mark is composed of initials, such as "GE" or "RCA")
  - *use all lowercase letters for the generic name* that follows the word mark

  For example,

  Use:
  GE® refrigerators Hotpoint® refrigerators

  Do not use:
  GE® Refrigerators HOTPOINT® refrigerators
- **Do not use a word mark as a noun.** Instead, use a generic name for the product or service immediately following the word mark. For example,

  Use:
  "GE refrigerators are good investments."

  Do not use:
  "The GE is a good investment."

  Follow this guideline at least the first time the name is used to refer to Company products or services and as often thereafter as is practical.
- **Do not make a word mark plural or possessive.** (Note: When a name is used to refer to the Company rather than its products or services, it is a *trade name* and may be used in the possessive form. For example, "GE's strategy" is an acceptable use of the *trade name* "GE" in the possessive form.)
- **Do not use a word mark as an adjective** to modify any word other than a generic name for one of the Company's products or services.
- **Do not use the Company's primary word marks immediately preceding the Company's secondary word marks** because such use would suggest that another company has a product or service with the same secondary word mark. For example,

  Use:
  Spacemaker® microwave oven

  Do not use:
  GE Spacemaker® microwave oven

GE has three corporate marks, with authorized forms and formats for each. The availability of multiple versions provides flexibility to ensure prominent display of the corporate marks.

The corporate marks are the
- Monogram
- block letter initials “GE”
- General Electric Signature

Each of the corporate marks is covered by trademark and service mark registrations in the United States and most other countries.

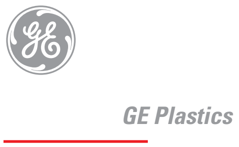
Use of these marks is generally limited to
- GE components
- affiliated companies licensed to use the marks
- resellers of GE products

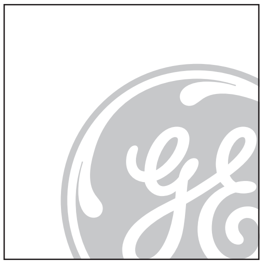
GE components have full use of the initials “GE” and the Monogram, subject to the controls and standards contained in this document and documents
- **131**, *Graphic Signatures*
- **132**, *Color*
- **134**, *Dynamic Monogram*

Resellers have limited use of the corporate marks, as authorized in writing, since unqualified use could easily cause confusion over responsibility for products and services. Guidelines for resellers begin on page 09.

Guidelines for affiliates appear on page 05.

Monogram





When the Monogram is used as an element of a *graphic signature* (the fundamental visual device used to identify the Company and its components, subcomponents, and licensed affiliates and the GE brand of products and services in all media), it is referred to as the “signature Monogram” and is subject to the controls and standards detailed in documents
- **131**, *Graphic Signatures*
- **132**, *Color*

When the Monogram is used as optional graphic support, a portion of the Monogram is used, usually large and bled off the format. When used in this capacity, it is referred to as the “Dynamic Monogram” and is subject to the controls and standards detailed in document **134**, *Dynamic Monogram.*

Note: A graphic signature containing the full Monogram must *always* be used with the Dynamic Monogram.

Block Letter Initials

GE

The initials “GE” are a registered word mark. When combined with a generic name for a product or service and used in a graphic signature, the initials are typeset in Univers 68, according to the guidelines in document **131**, *Graphic Signatures.*

Note: “GE” may *not* be used with a secondary word mark.

continued

General Electric Signature

Although not widely used in media, the General Electric Signature (the name “General Electric” typeset in all capital sans serif letters with the Monogram positioned between or centered above the words) is used in certain applications in accordance with prevailing Company policy.

Note: Before using the General Electric Signature in any application, contact:
Manager – Corporate Advertising & Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

The two authorized arrangements of the General Electric Signature are shown at the right.

GENERAL ELECTRIC

In the horizontal arrangement, the letters “GENERAL ELECTRIC” are reproduced in a straight line, with all elements of the signature shown in their proper relationship to each other. A line drawn tangent to the bottom of the initials of the Monogram is parallel to a line through the center of the words.

GENERAL
ELECTRIC

In the vertical arrangement, the Monogram is separated from the word “GENERAL,” and the word “GENERAL” is separated from the word “ELECTRIC,” by a space equal to ½ the capital height of the letters. The letters of the word “ELECTRIC” are spaced to equal the length of the word “GENERAL.”

There are two authorized reproduction forms for the General Electric Signature:

- *In the positive form,* the Monogram letters/curlicues appear in a light value against a dark field, and the words “GENERAL ELECTRIC” appear in the same dark value as the field.
- *In the reverse form,* the Monogram letters/curlicues are reproduced in a light value against a dark field (as in the positive form), but the dark value used in the field is also used in the background surrounding the entire signature, and the words “GENERAL ELECTRIC” are reversed from the background in a light value.

These guidelines apply to affiliates, both inside and outside the U.S.A., that are licensed to use GE marks. Use these guidelines in addition to those for selecting, using, and protecting marks in documents

- **121,** *Primary Trademarks & Service Marks*
- **122,** *Secondary Trademarks & Service Marks*

GE Trade Name & Trademarks

An affiliate may be licensed to use either the words “General Electric” or the initials “GE” in its name or to use a corporate mark alone. A joint venture may be licensed to use the Monogram with the joint venture partner’s mark as *joint marks*. All affiliates may use the phrase “Affiliated with General Electric Company, U.S.A.”

Business, legal, and environmental factors determine whether an affiliate may be licensed to use any of the preceding categories of trademarks and service marks.

The Company component responsible for the affiliate requesting a license should consult these documents for information on eligibility requirements, risk analysis, and approval authority:

- **123**, *Trade Names, Trademarks, & the GE Identity Program*
- **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects*

Stationery & Business Forms

Affiliates may use the mark licensed to them provided that the name of the affiliate is also shown. Joint marks used by joint ventures must always be separate from the address and other information.

GE Secondary Marks

Affiliates must obtain the right to use any GE secondary mark from the U.S. business responsible for the mark.

Use of a secondary mark with a corporate mark outside the U.S.A. follows the same guidelines that apply inside the U.S.A.

See also document **122**, *Secondary Trademarks & Service Marks.*

Affiliate Company Marks

Affiliate companies may adopt their own primary and secondary marks and, consequently, are responsible for their use and protection. Use and protection rules should be detailed in writing and communicated to the Corporate Trademark Counsel.

Affiliate companies should follow the principles covering the adoption and use of secondary marks, including adopting only a secondary word mark with definite marketing value and keeping the mark subordinate to the corporate mark.

See also documents

- **122**, *Secondary Trademarks & Service Marks*
- **123**, *Trade Names, Trademarks, & the GE Identity Program*

Records

The Corporate Trademark Counsel keeps central records of all worldwide registrations of the Company’s and its affiliates’ marks. To maintain this register, affiliates should inform the Corporate Trademark Counsel of all newly adopted or discontinued marks.

GE products, both those manufactured in the U.S.A. and those manufactured outside the U.S.A. by licensed affiliates, are sold in markets throughout the world under primary and secondary marks registered worldwide in the name of General Electric Company.

The Company trademarks may be used in all countries outside the U.S.A., subject to local restrictions, by

- GE components
- GE affiliates licensed to use the marks

(Use by affiliates is generally the same as use by GE components, except as detailed on page 05.)

Note: The Company has certain contractual arrangements regarding trademark and trade name use with The General Electric Company p.l.c. of England, as detailed on pages 07 and 08.

Only in exceptional situations should the corporate marks be translated into other languages. Similarly, in text the trade names "GE," "General Electric," and "General Electric Company" should remain in English whenever possible.

Since trademark laws vary from country to country, follow the special requirements for the use of marks outside the U.S.A., as listed at the right.

Standard Trademark Protection Notice

A number of countries *require* a notice of trademark registration, and an indication that the marks are owned by General Electric Company is required in all license agreements. It is therefore best to make it standard practice to use one of the following forms of notice in all countries, particularly in printed matter.

- ***Form 1***

Follow a corporate mark with an asterisk referring to one of these statements in the official language of the country:

***Registered Trademark of General Electric Company, U.S.A.**

***Trademark Proprietor General Electric Company, U.S.A.**

***Trademark of General Electric Company, U.S.A.**

Licensees may use this statement:

***GE trademarks licensed from General Electric Company, U.S.A.**

- ***Form 2***

Use this statement without an asterisk:

Registered Trademark of
General Electric Company, U.S.A.

- ***Form 3***

Use one of the "Registered Trademark" phrases:

- *In English-speaking countries other than the United Kingdom and Ireland,* display the words "Reg. Trademark" in English below the Monogram (when used alone or in a graphic signature) or below the word "Electric" in the General Electric Signature.

- *When material is printed in any of the following languages,* use the appropriate phrase below the Monogram (when used alone or in a graphic signature) or below the word "Electric" in the General Electric Signature:

Spanish	**Marca Registrada** *or* **M.R.**
Italian	**Marchio Registrato**
Dutch	**Wettig Gedepondeerd**
Norwegian	**Registret Varemerke**
Portuguese	**Marca Registrada**
French	**Marque Deposée**

- *For translations not listed here,* consult your counsel.

- ***Form 4***

When there is inadequate space to follow the mark with an asterisk and an official statement in Germany, Denmark, and Sweden, use the ® symbol just above and to the right of the Monogram (when used alone or in a graphic signature) or just above and to the right of the General Electric Signature.

These guidelines apply to all uses of the corporate trade names and trademarks in the United Kingdom.

Note: The Company has contractual agreements with The General Electric Company p.l.c. of England regarding use of the corporate marks and trade names. Accordingly, it is required to
- observe special rules in the United Kingdom, as detailed on this and the following page
- show a reference to General Electric Company, U.S.A., or the affiliate using the mark in all printed material in which the corporate marks appear, except in countries of the Western Hemisphere and certain other countries. Reference to the affiliate using the mark (for example, "Australian General Electric Limited") is permissible, but reference to the parent company is preferred. Use of one of the forms of the trademark protection notice on page 06 should satisfy this requirement in most cases. Consult Component Patent Counsel regarding special guidelines for the United Kingdom.

Apply these guidelines to meet these objectives:

- Take such steps, even beyond those strictly necessary in law, in the interests of business courtesy, as will minimize any possible confusion between the goods of General Electric Company and The General Electric Company p.l.c. (GEC).

- Take such practicable steps as are necessary or desirable to educate the British public regarding GE and its products, regardless of whether such steps are necessary to minimize confusion.

- Exercise particular care to ensure that the objectives and spirit of these guidelines are carried out in such matters as the size, placement, prominence of display, and other elements of trade name and trademark use. If doubt exists as to which practice should be used, it is better to adopt the more conservative practice, even if not absolutely necessary.

General Observations

General guidelines for trademark and trade name use on products and in packaging, shipping cases and cartons, advertising, brochures, product literature, promotional materials, tradeshow exhibits, and presentation materials appear in document **200,** *Application Standards.*

Some guidelines vary by product category.
- **Category A, producer products,** consists of all products not included in categories B, C, and D:
  - industrial apparatus sold directly to manufacturers and industrial users
  - medical systems (CT scanners, X-ray apparatus)
  - parts sold to OEMs where the mark is ordinarily *not visible* on the finished product
  - nonelectrical products sold to industrial users: for example, plastics, silicones, diamonds
- **Category B, components sold to OEMs where the mark is ordinarily *visible* on the finished product,** consists of such products as light bulbs.
- **Category C, commercial equipment,** consists of large products bought infrequently for commercial purposes on which the marks are seen by the public: for example, commercial air conditioners.
- **Category D, consumer products,** consists of all products sold in retail stores, such as household light bulbs and appliances. (Note: The corporate marks and the name "GE" may *not* be used on consumer products in any form, nor in their advertising and packaging.)

Affiliates

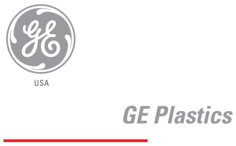
A new affiliate incorporated in the United Kingdom may not use "General Electric" in its name. It may use "GE" in its name if appropriate approvals are obtained before the name is used.

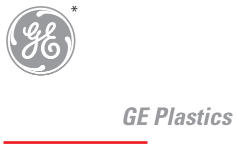
An existing affiliate incorporated in another country with "GE" or "General Electric" in its name (for example, General Electric Plastics, B.V.) may not trade in the United Kingdom under its own name unless
- its connection with GE is made clear
- any connection with GEC is disclaimed

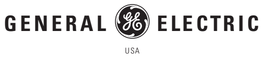
To accomplish these goals, affiliates should follow the rules for the Company presented here. Legal review of any major commercial program is required.

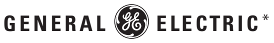
continued

Examples of Correct Trademark Use









***Trademark of General Electric Company, U.S.A.**

or

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

or

*** Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

Note: The asterisked references must appear clearly legible on the same page as the trademark.

Correct Trade Name Use

"General Electric Company, U.S.A." may be used in the United Kingdom provided that

- the initials "U.S.A." are on the same line and are the same size as the name
- the first appearance of the name is followed by an asterisk referring to this footnote:

***Not connected with the English Company of a similar name**

Subsequent references to the Company may include

General Electric Company, U.S.A.

General Electric Company of U.S.A.

General Electric (U.S.A.)

GE (U.S.A.)

In news releases pertaining to any products, follow these guidelines:

- "General Electric Company, U.S.A." (or "of U.S.A.") or the name of any United Kingdom affiliate may be used in a proper Company identification context.
- "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used only if the full name "General Electric Company, U.S.A." (or "of U.S.A.") has been used previously in the news release.
- The corporate marks used on or in news releases must be followed with an asterisk referring to this footnote:

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- In all news releases, the first reference to General Electric Company, U.S.A., should carry an asterisk referring to this footnote:

***General Electric Company of U.S.A. is not connected with the English Company of a similar name. To avoid confusion, we would be grateful if you would refer to the company in the same form as we have done.**

Additional guidelines for the use of the corporate marks and trade names by resellers and examples of correct use appear in document 360, Sales & Service Businesses Trademark & Graphic System Practices.

Independent Resellers

GE's franchised distributors, dealers, and other resellers are an extremely important part of the Company's marketing effort. They advertise and show GE products, explain GE services, take orders, make deliveries, and receive payments. Even though they play an essential role in sales through secondary channels, they are not part of the Company.

Resellers must be authorized to use the corporate trademarks to promote sales of GE products. The selling power of GE marks contributes to their business success and consequently to the Company's.

To realize these benefits and to protect proprietary rights, resellers must understand what constitutes proper use. It is the responsibility of each Company component to educate its resellers on correct trademark use and monitor and control resellers. Do not grant privileges of trademark use casually. Privileges customarily are granted in writing, usually as a provision of a dealer or sales contract that has had legal review.

Reseller Trademark Use

- Resellers may use the corporate trademarks only in direct association with names or illustrations of the GE products handled, the services rendered, or the products themselves.
- The Company's primary and secondary trademarks and the names "GE" and "General Electric" may not be incorporated into a reseller's name.
- The trademarks may not be used in any way that might mislead or confuse the public as to the independent relationship of the reseller to GE. To help clarify this relationship, the legend "Authorized Dealer" or "Distributor" must be displayed with the trademark and applicable product names.
- All GE identification must be less prominent than the name of the reseller.

Reseller Stationery

Resellers may use GE identification on their stationery and business forms. The written agreement or sales contract should outline specific use.

On letterheads, envelopes, and invoices, resellers may

- *display the Monogram, alone or combined with a secondary word mark in a graphic signature,* along with the names of the products handled
- *display the Monogram with the full "Authorized Dealer" (or "Distributor" or "Service") legend,* which includes the names of the products sold or services rendered
- *use the dealer sign format to include the Monogram, the name of the product handled, and the legend*

Regardless of the form used, the GE trademark must always be less prominent than the reseller or agent identification.

continued

Customers

Industrial and commercial customers frequently ask to use the corporate trademarks on products and in their advertising and sales promotion materials. Although the success of a customer's business is of interest to GE, unqualified use of the trademarks could easily cause confusion over responsibility for products and services and threaten exclusive ownership rights.

Therefore, as a general rule, customers should not be granted use of the corporate trademarks. However, in the interest of maintaining satisfactory customer relations and promoting GE products, authorization is granted for these limited uses:

Original Equipment Manufacturer (OEM) Customers & Their Dealers

On request, a manufacturer whose products use GE components, products, materials, or subassemblies may be authorized to attach a permanent information plate to the products naming the GE products or materials included. When the plate clarifies information such as warranty coverage or service channels, it can benefit GE.

When the OEM prepares the plate, the plate should include only the Company name, not the trademarks. All plates prepared by OEMs must be approved by the responsible Company component.

OEM customers may not be authorized to use GE trademarks on product packaging or in their advertising and promotion. On customers' packages, references to the products supplied by GE should be confined to nonprominent use of the name "GE" in a factual statement, such as "Equipped with GE motor."

Plates, Tags, & Labels Prepared & Supplied by GE to OEMs

When GE components supply plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

- The only trademark that may be used is the Monogram alone.
- Make sure that the "equipped with" statement and the Monogram are less prominent than the OEM name or trademark on the complete product.
- The Monogram must be subordinate to the "equipped with" statement.
- Supply the OEM with the same number of attachments as products. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.
- Tags and labels must be removable and obviously impermanent.
- OEM customers may not use the corporate trademarks on product packaging. On customers' packages, reference to the products supplied by GE should be a factual statement, such as "Equipped with GE Motor."

The Company organization supplying plates, tags, or labels must detail limitations in writing to avoid any confusion. The agreement must state that the OEM or its distributors or dealers will not use GE trademarks in advertising or promotion.

The Company organization selling the component product is responsible for taking action if its customers or customers' resellers abuse privileges of use or if misrepresentation occurs.

continued

Suppliers

Suppliers of materials, equipment, and services often ask to use the corporate marks to advertise and promote the sale of their products or services.

Suppliers may not be granted permission to use the corporate marks in any application.

When reference to the Company is appropriate, suppliers may be authorized to include the Company trade name, “GE” (or “General Electric”), without emphasis in a properly worded statement or listing. For authorization to use such a reference, contact:
Manager – Corporate Advertising & Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

Builders, Developers, & General Contractors

Builders who sell homes and buildings equipped with GE products may be authorized to display the Monogram, with names or illustrations of the GE products installed, on site signs and in their advertising. GE components should define trademark use according to the following guidelines in the sales or supplemental agreement:

- The Monogram may be used only in direct association with the names or illustrations of the GE products installed.
- The GE trademark and generic name of the product must be separate from and subordinate to the name of the building project and developer.
- The Monogram may be used with inclusive generic names such as “Kitchen” or “All-Electric Home” only if all installed appliances are made by GE.

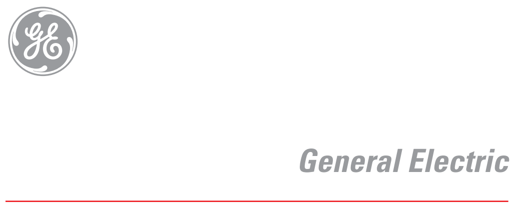
To ensure correct use and high-quality display of the Monogram, Company components should supply builder customers with official reproduction materials (for computer artwork, GE Logo Font; for mechanical artwork, reproduction proofs) available from the GE Identity Website or Hotline.

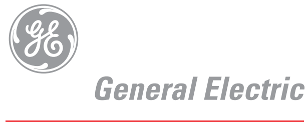
Commercial Institutions

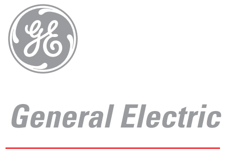
Restaurants, hotels, and stores often use GE products and would like to advertise the convenience, comfort, or value GE products add to the services they offer.

To avoid confusing the public regarding ownership of the store or responsibility for the services, commercial users may not use corporate marks in their advertising or sales promotions. Instead, commercial users should be encouraged to include “GE” in a factual statement referring to the GE product or service used.

“General Electric” in a Graphic Signature







The name “General Electric” may be displayed in a graphic signature where there is a compelling reason to use the name “General Electric” rather than “GE.” Such use should be adopted only after obtaining authorization, as noted here.

As a general rule, use of “General Electric” in a graphic signature is strongly discouraged because it contradicts fundamental goals of the GE Identity Program. One program objective is to build awareness of the Company and its diversity in all markets where its products or services are sold by using its well-known communicative name, “GE,” combined with a generic description of those products or services. As noted in document **301**, *Component Names,* the name “General Electric” is misleading; the word “General” does not convey the focused strategy of the Company, nor does the word “Electric” convey the growing nonelectrical businesses within the Company. As well as being a familiar name, “GE” is more encompassing and thus more accurate.

Therefore, even in markets where the long trade name is better known today, “GE” is preferred so that in the future, this short and accurate name will be the single name by which the Company is best known around the world.

Note: Before first use, obtain authorization to use “General Electric” in a graphic signature from:
Manager – Corporate Advertising *&* Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

For signature construction drawings and general guidelines, see document **131**, *Graphic Signatures.* For guidelines on the use of graphic signatures in specific media, see document **200,** *Application Standards.*

Secondary Trademarks & Service Marks

These guidelines apply to all users of GE's secondary trademarks and service marks.

Normally, the Company's products and services are identified with the primary corporate marks "GE" or the Monogram. In addition, secondary marks may be used to distinguish the Company's products and services if such use is determined to be appropriate.

Nevertheless, in general, adoption of new secondary marks is discouraged because the use of secondary marks detracts from and reduces the impact of the primary marks. Today the Company's primary word mark, "GE," and its primary design mark, the Monogram, are among the best known and most highly regarded marks in the world, but it has taken decades of effort and investment to build such recognition and acceptance.

***Moreover, adoption of new secondary design marks is prohibited* because such marks are not adaptable for use with the Monogram and the other design elements of the GE Identity Program.** Existing secondary design marks that have achieved significant recognition and value may be used, but only with prior review. Contact:
Manager – Corporate Advertising & Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

Company policy permits adoption of secondary word marks, but only after thorough legal review and General Manager approval. Even then, when displayed, such a word mark is normally used with a primary design mark, such as the Monogram, in a graphic signature. For information on secondary word marks used in graphic signatures, see document **131**, *Graphic Signatures.*

The term *word mark* is used throughout this document as a constant reminder that, to the extent secondary marks are adopted or used, they may be word marks but not design marks.

Definitions

trademark or service mark
a word, symbol, or any combination of these used to identify and distinguish the products or services of one company from those of another

Trademarks and service marks, which are often referred to as *marks,* may be

- ***word marks,*** consisting of letters, words, or phrases
- ***design marks,*** consisting of symbols, logotypes, or other distinctive visual devices

"GE" in block letters is a word mark, and the Monogram and the RCA logotype are design marks.

Marks may also function as either

- ***primary marks*** identifying a broad range of the Company's products or services
- ***secondary marks*** identifying a single product or service or a narrow range of products or services

Thus, the word mark "GE" in block letters and the design mark of the Monogram are primary corporate marks because they identify many unrelated products and services that have the same corporate origin. The word marks "Spacemaker" and "Carry Cool" are secondary marks that are specific to only certain product lines, not to the products and services of the Company generally.

How Trademarks Come into Being **122**.02
Selecting Secondary Word Marks **122**.03
Using Secondary Word Marks **122**.05
Protecting Secondary Marks **122**.06

Rights to a secondary word mark are acquired simply by using the word in a proper trademark manner. The more the word mark is used and the better it becomes recognized by the public as distinguishing the products of one company from those of another, the more valuable it is and the more defensible it becomes.

No government bureau has the power to give to trademarks and service marks the kind of protection that patents afford to inventions or that copyrights accord to artistic effort. Both patents and copyrights are government grants that ensure proprietary rights only for fixed periods of time; the proprietary right in a trademark or service mark that has been established and maintained through proper use can be made to last indefinitely.

Although registration of trademarks and service marks in the U.S. Patent & Trademark Office is highly desirable, it is only continuing and proper use that establishes and protects validity. Registration only announces the user's claim to a certain mark and, where there is a dispute, makes it easier for the user to establish and defend exclusive right to its use.

Select secondary word marks according to these guidelines:

Assess the advantages you expect to achieve.

New secondary word marks that offer sufficient advantage to merit adoption also merit a long-range plan for their establishment.

Begin with a trademark strategy.

Deciding at the outset what is ultimately desired will make it possible to develop an effective and consistent strategy.

Normally, both the marketing plan and legal considerations influence selection of one of these trademark strategies:

- **Coin only the word mark.** This, the most common approach, assumes that existing language will describe the product generically. An example is Lexan® polycarbonate resin.
- **Coin both the word mark and a new generic name.** In this approach, one new term is introduced as a GE secondary word mark, and at the same time a second term is introduced as a generic name because the Company has invented something so new that no existing term can describe it.

Guard against infringing on the rights of others.

A prerequisite to the adoption or use of a new word mark by GE is that it not infringe on the trademark rights established by others. Bear in mind that more than a half million trademarks are registered in the U.S. Patent & Trademark Office.

As soon as possible after selecting a proposed word mark, request from Patent Counsel an infringement search. This will include careful investigation to identify any previous use of a proposed trademark or any uses sufficiently similar to cause infringement or confusion. Failure to initiate an adequate search can result in expensive litigation and embarrassment to the Company. Also, it can waste the money invested in an abortive attempt to establish the word mark.

Select distinctive names.

Secondary word marks can be classified according to their content as

- *arbitrary names*
- *suggestive names*
- *descriptive names*

Of these, the most distinctive are those that were originally arbitrary and meaningless. The classic example of a highly distinctive mark is Kodak, but GE also has done well with such marks as Lexan® polycarbonate and Lucalox® lamps. These are coined fanciful terms that had no meaning whatsoever until they were invented and used with generic names for the products.

From a legal viewpoint, distinctiveness is important. The more original and unique a name, the less the chance of infringing on the rights of others and the better the chance of establishing the name as a proprietary word mark.

Nevertheless, when using a highly distinctive word mark, make certain that a suitable generic name exists to ensure that the mark itself does not become the generic name for the product. Highly distinctive word marks, such as “Aspirin” and “Escalator,” have been lost when the marks became the accepted generic names for the products.

From a marketing viewpoint as well, highly distinctive names offer great advantage over time. On the other hand, such a choice requires heavy investment for a long period to build recognition—an investment that normally would be reserved for significant new developments.

continued

Select a suggestive, rather than a descriptive, name if an arbitrary name cannot be used.

Generally, names that *describe* the function, qualities, or characteristics of a product tend to be difficult to protect.

There is a significant distinction between *descriptive* names (difficult to protect) and *suggestive* names (somewhat easier to protect).

The word mark Bathmate®, for example, is suggestive. It does not *describe* radios, but rather *suggests* that the product to which the trademark applies may be used in connection with bathing. Thus, it is a protectable mark for radios specially designed for use in the shower, and it has been registered.

On the other hand,

- **"Copperweld" for wire**
- **"Full-Dimensional Sound" for records**
- **"Fluid Lead" for pencils and ballpoint pens**

were all held nonregisterable as trademarks; they were deemed commonly descriptive. (Note: Intentionally misspelling a name or embellishing it with graphics usually does not make a descriptive word mark more defensible.)

Among word marks in valid use today, there are outstanding exceptions to this rule. Some fairly descriptive terms have been used so extensively and exclusively over time that proprietary rights have accrued. For example, at their inception it might have been argued that the word marks Hi-Break® and Potscrubber® were overly descriptive, but they are clearly proprietary to GE today.

From a marketing viewpoint, the immediate benefits to be derived from using a descriptive name may justify taking the risk of ultimately losing exclusive rights to its use.

Select word marks that translate well in all languages where the marks will be used.

This is an important consideration because some word marks occasionally present problems outside the United States. A classic example of the language barrier for word marks comes from Salada Foods. Salada tea did not sell well when it was introduced in Spain; in Spanish, *salada* means salty.

Avoid using surnames and geographic names.

Such names are poor choices for trademarks because they are difficult to protect.

As a general rule, anyone has the right to use his or her own name, making protection extremely difficult. Although it is possible to list cases where surnames have become distinctive (Ford, Singer, Piper), the guideline holds. Beyond the claims of others, there is risk that the individual whose name is used might choose a new association.

Geographical names are difficult to establish as trademarks, although proprietary rights may accrue over time (Catalina, Corning, Cadillac). Marks with a geographical flavor (London Fog, Americana) are easier but still difficult to establish.

Use model names or numbers with caution.

If used solely for the designation of grade or style, model names or numbers are not legally protected against corresponding use by others. Occasionally, extensive use over time does cause model names and numbers to become distinctive of particular products (Pabst Blue Ribbon Beer or Gold Medal Flour). Numbers, if treated as trademarks from the outset, may become important marks (Chanel No. 5 or Philipps 66).

Remember: The best trademarks tend to be

- **easy to remember**
- **easy to spell**
- **easy to pronounce**
- **easy to reproduce in print or broadcast media**
- **attractive in sound and appearance**

Legal and marketing criteria will sometimes conflict. Thus, it is necessary to evaluate and weigh these guidelines for selecting trademarks against desired objectives and within the latitude permitted by document **123**, *Trade Names, Trademarks, & the GE Identity Program.*

Proper use of secondary word marks is the best protection for them. Although there may be some room for deviating from the guidelines here, you should normally follow them carefully and literally.

In copy, use word marks according to these guidelines:

Use a secondary word mark as an adjective together with a generic name for the product or service. For example,

Use:
Lexan® polycarbonate resin provides benefits…

Do not use:
Lexan® provides benefits…

Follow this guideline at least the first time the word mark appears in copy and as often thereafter as practical.

If a word mark is used without a generic name, the mark itself may become generic, and exclusive rights to it will be lost. Terms such as *escalator, kerosene,* and *aspirin*—once valuable trademarks —have lost their proprietary value because they have become generic through misuse.

Do not use a secondary word mark as a noun, alone without a generic name for the product or service. Think of a word mark as a proper adjective, not as a noun or verb, and do not use word marks in the possessive or plural form or as descriptive adjectives modifying other than the generic name for a product or service.

In some cases, the combination of a word mark and a generic name will be awkward or stilted. Use your judgment, recognizing that word marks are only marketing tools intended to help, not hinder, communication. For example, if it is helpful to use the word mark alone in a limited headline, then follow this use with a proper use early in the body copy. Occasional commonsense deviations from proper usage may not be detrimental, provided that the preponderance of uses is correct.

Do not use the Company name or the initials "GE" preceding a secondary word mark, whether or not a generic name is used. For example, it is not desirable to use "GE Lexan® polycarbonate" because such use suggests that another company has a product called Lexan.

Note: The Monogram may be combined with a secondary word according to the guidelines in document **131**, *Graphic Signatures.*

Distinguish secondary word marks. Word marks should be visually differentiated from other words in printed material every time they appear. Although there are a number of ways to accomplish this, the recommended method is to

- *capitalize only the first letter of each word in the mark and use lowercase letters for the balance of the word mark* (unless the word mark is composed of initials)
- *use all lowercase letters for the generic name* that follows the secondary word mark. For example,

Use:
Spacemaker® microwave oven

Do not use:
Spacemaker® Microwave Oven
SPACEMAKER® microwave oven

Typeset the word mark in the same style, weight, and size as surrounding copy. (To distinguish the mark, follow the preceding rule.)

Give proper trademark notice.

- *For federally registered word marks,* use the ® symbol to indicate that the mark has been granted registration by the U.S. Patent & Trademark Office. Failure to give notice of registration may prevent the recovery of damages in an infringement suit.

The ® symbol should be prominent and clear enough to demonstrate that the word mark is important and proprietary. It should normally be used where the word mark first appears in printed materials or advertising or on labels or nameplates and should be placed immediately after the word mark—*not* after the generic name. If the first-appearance notice is awkward, it is acceptable to use the symbol later.

As an alternative, use an asterisk after the word mark (not after the generic name) referring to either of the following footnotes:

***Registered in U.S. Patent & Trademark Office**

***Reg. U.S. Pat. & TM Office**

- *For trademark names that have not yet been registered,* use the ™ symbol after the word mark. As an alternative, use an asterisk after the word mark referring to the footnote "Trademark of General Electric Company." The ™ symbol or asterisked footnote needs to be used only once, preferably with the first or most prominent use of the word mark.

Take these steps to protect secondary marks:

Involve component Patent Counsel in the planning and strategy development stages before a new word mark is ever employed. Give your counsel the continuing opportunity to review proposed printed materials, advertising, labels, packages, and nameplates to ensure correct trademark use.

Make consistent use of secondary word marks. Decide how the name will be used and be consistent. Because the following actions tend to diminish the value of a word mark, avoid

- *compounding* a word mark with another term
- *abbreviating* a word mark
- *coining* a variation on an established word mark

Register secondary word marks. Legally, it is not necessary to register a word mark in the U.S. Patent & Trademark Office; a mark may be perfectly valid without being registered.

Nevertheless, there are good reasons for registering secondary word marks:

- Others will be made aware of your proprietary interest in the mark and your intent to protect against its use by others.
- The Trademark Register of the U.S. Patent & Trademark Office is the most obvious place (though not the only one) for others to search for conflicts. Thus, registration protects against innocent adoption of your marks by others.
- It is less expensive to register a word mark than to take legal actions to force discontinuation of infringing use.
- Registration of a word mark allows a case to be brought in federal court, which is usually advantageous. Registration is normally deemed constructive notice of ownership and thus simplifies the legal work of proving a case.
- In many foreign countries, trademark rights are created by registration, not use. The first one to register a mark has superior rights. Therefore, multiple registrations may be needed to secure rights in all countries of interest. Consult your component Patent Counsel regarding foreign trademark law requirements.

Watch for instances of misuse by others, not only of secondary word marks, but of all GE trademarks and service marks. Notify the component Patent Counsel whenever such a misuse is identified.

Vigilance will permit you to dissuade others from continued misuse and prevent the expense and trouble of legal actions later.

Exercise care in granting rights of use to others. If someone other than a dealer requests permission to use a secondary word mark, consider the request carefully. A trademark is a Company asset and should be so viewed. Make certain that

- the nature and extent of the intended use is understood
- the limitations on use are clearly stated
- GE ownership of the trademark will be shown

In any case, always ask your component Patent Counsel to review the request.

(30.11)

Trade Names, Trademarks, & the GE Identity Program

Our name is widely accepted as one of our most valuable assets. How we identify ourselves—our name, trademarks, and related graphics—is the most visible representation of our Company.

Exceptional recognition has been developed for

- **the company name,** "General Electric Company"
- **the GE communicative trade names:**
  - "GE"
  - "General Electric"
- **the primary GE trademarks:**
  - the GE Monogram
  - the block letters, GE

When used consistently and clearly, these and our other identity elements give GE an important advantage by ensuring that our image reflects our competitive strengths. Therefore, proper use of the General Electric Company trade names, trademarks, and related graphics must be an integral strategic part of our approach to all markets.

Note: This procedure pertains to only primary GE trademarks and names. It does not pertain to other primary trademarks and names, such as "RCA" and "Hotpoint," that are used for primary identification of certain products and services of GE, nor to names or trademarks used for primary identification by affiliates such as NBC and Employers Reinsurance.

All affiliates and GE businesses using such names and trademarks are encouraged to provide adequate policies and procedures for the protection of these valuable assets.

continued

Requirements

Use of the GE name, trademarks, and related graphic elements must meet these requirements:

- **GE must be sole owner of the GE communicative trade names and GE trademarks that it uses.** The Company shall also own all trademarks developed or used by affiliates and joint ventures that are similar to or include primary GE trademarks.

- **Be consistent in using the GE communicative trade names and primary GE trademarks to identify GE products, services, communications, and business activities throughout the world.**

  Use shall comply with this procedure as well as the procedures and practices prescribed by *GE Identity Program Standards & Guidelines.*

  Note: An agreement with the English company, The General Electric Co. p.l.c., provides for exceptions to this requirement as described in GE Identity Program documents.

  Other selected primary trademarks owned by GE, such as "RCA" and "Hotpoint," are established continuing exceptions and may be used for primary identification of certain products and marketing activities of GE businesses.

- **Foster a common GE identity throughout the world by licensing** certain affiliates and joint ventures (pursuant to specific conditions set forth in appropriate agreements) to use
  - "GE" or "General Electric" in their corporate name and communicative names
  - the primary GE trademarks to identify their products and services when General Electric Company has control over the quality of these products and services
  - the GE trade names and trademarks in all communications

  Before any such license is granted, the business and legal factors involved must be reviewed as described in GE Identity Program document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects.*

  When using the GE trade names, trademarks, and related naming and graphic systems, all licensed affiliates and joint ventures must follow all provisions of this procedure and the procedures and practices prescribed in GE Identity Program documents, unless specific exceptions have been negotiated between GE and a joint venture partner.

  Trademarks developed by affiliates and joint ventures for use on their products and services and that are not similar to or do not include any GE trademarks are owned and administered by those affiliates and joint ventures.

- **Limit the use of GE trade names and trademarks by**
  - resellers of GE products
  - customers
  - suppliers
  - builders, developers, and contractors
  - nonprofit institutions and organizations
  - employee organizations

  Use must follow the procedures and practices prescribed in GE Identity Program documents.

- **Adhere to GE quality standards in marketing any product or service under a GE communicative name or a GE trademark,** regardless of whether such product or service is manufactured or provided by GE, an affiliate, a joint venture, or any other company.

- **Limit the use of secondary trademarks**—any word or symbol other than the primary GE trademarks—to distinguish a GE service, product, or line of products from others. Secondary trademarks require General Manager approval and must be subordinate to GE trademarks.

Employee Responsibilities

Follow the practices and procedures prescribed in *GE Identity Program Standards & Guidelines.*

continued

Responsibilities of Leaders

General

- **Be sure that employees follow the practices and procedures prescribed in GE Identity Program documents,** and that these documents are readily available to employees as needed.
- **Obtain approval** of the Executive Vice President - Corporate Executive Office for any practices deviating from those prescribed in GE Identity Program documents or for any legal action to protect the Company's rights in its trade name and trademark assets.
- **For conflicts or problems in non-U.S. trademark matters,** consult the senior officer member of the Corporate Executive Council (CEC) who has global responsibility.
- **Managers of businesses** have responsibility for
  - *authorizing use of the Company's primary and secondary trademarks* by agents, distributors, dealers, or other resellers in conformance with the practices prescribed in GE Identity Program documents. Authorization may be redelegated within businesses.
  - *approving all adoptions, enforcement, and disposal of secondary trademarks* following appropriate legal review within the business and authorizing the licensing of such marks. Approval of adoptions may not be redelegated by the business manager.
  - *approving the use of "GE" or "General Electric" in the names of employee organizations,* following appropriate legal review within the business. This authority is delegated also to managers of corporate components. It may not be redelegated to managers of subcomponents.

Secondary trademarks

General Managers may approve the use of secondary trademarks only after a thorough marketing and legal review has established that their use will result in significant advantage to GE.

Licensing trade name or trademark use by others

- **All licenses**

  - *Review* the business and legal factors pertaining to any proposed license as described in GE Identity Program documents. Obtain the opinion of Corporate Legal Counsel before submitting any license for final approval as outlined here.
  - *Before requesting that a license be granted to a non-U.S. affiliate or joint venture, obtain the approval of the cognizant Corporate Executive Council (CEC) senior officer who has global responsibility.* Licenses will not be granted without the concurrence of the officer who has domestic responsibility for the products included within the license.

  Managers who have assigned responsibility for affiliates or joint ventures licensed to offer products or services under GE trademarks have authority and responsibility for approving the design and quality of products or services of the licensee. They are also responsible for ensuring fulfillment of the terms of the license.

- **Affiliates and joint ventures**

  Obtain approval of the Corporate Executive Council (CEC) for any use of "GE" or "General Electric" by an affiliate or joint venture.

  Approval will ordinarily be granted only when GE has a controlling interest in the business. It may be granted in special circumstances where GE has a lesser interest but nevertheless has a right to compel a subsequent change in the name of the business.

  Affiliates or joint ventures in which GE has a controlling or equal interest may be licensed to use the Monogram trademark. Affiliates may be licensed to use the mark alone. Joint ventures may be licensed to use the mark alone or with a corporate trademark of the joint venture or joint venture partner. Approval of the CEC member who has primary business responsibility for the affiliate or joint venture is required.

  Affiliates or joint ventures in which GE has a significant equity interest (normally at least 34 percent of the voting shares), but less than a controlling interest, may be authorized to use the Monogram trademark with a corporate trademark of the affiliate, joint venture, or joint venture partner. The Monogram trademark may not be used alone. Approval of a CEC member is required.

  Authorization for an affiliate or joint venture to use the phrase "Affiliated with General Electric Company U.S.A." requires the same level of approval as the grant of a trademark license to the business.

continued

- **Other licensees**

  Parties acquiring GE businesses may be licensed on appropriate terms to use GE trademarks for a limited period of time to facilitate the orderly transfer of business. Approval of a member of the Corporate Executive Office is required.

Sourced products

Before using the GE trademarks as primary identification on any product to be sourced, obtain the approval of the officer with business scope for the product. If the product will be marketed outside the U.S.A., obtain approval of the officer responsible for the intended market area and any U.S. officer with business scope for the product.

Administration

- **The Executive Vice President - Corporate Executive Office** has responsibility and authority for
  - *designating the form and use* of the primary GE trademarks
  - *monitoring the use* of primary and secondary trademarks and GE communicative names

  Corporate Marketing Communications will survey use and report deviations from prescribed GE Identity Program practices to the businesses concerned so that corrective action can be taken.

  Deviations from practices prescribed in GE Identity Program documents that appear desirable for business reasons require approval of the Executive Vice President - Corporate Executive Office following review by the Corporate Trademark Counsel and the Manager - Corporate Marketing Communications.

- **The Corporate Trademark Counsel** has responsibility and authority for
  - *registering* the Company name and primary trademarks in all countries
  - *maintaining central records* of all trademarks and trade names of the Company

Enforcement of rights in the Company name and primary trademarks

- **The Executive Vice President - Corporate Executive Office** is responsible for the Company's overall interest in its name, the GE communicative names, and the primary GE trademarks.

- **The Corporate Trademark Counsel** is responsible for the conduct of contested proceedings regarding the legal protection of Company names and primary trademarks. The Trademark Counsel will consult appropriate business and area counsel on matters concerning their product lines or their geographical areas of responsibility.

Counseling

- **The Executive Vice President - Corporate Executive Office** will provide counsel on the application of this procedure, as well as on the use of the Company name, GE communicative trade names, and primary GE trademarks.

- **The Corporate Trademark Counsel** will advise on legal aspects of trademark adoption, registration, protection, and licensing and will provide legal review of all licensing agreements pertaining to the Company name, trade names, and primary trademarks.

- **Additional information** for applying this procedure can be found in GE Identity Program documents, issued by Corporate Marketing Communications. Copies can be obtained from the GE Identity Website or Hotline.

Related Policies

Quality - Policy 20.1

Resources

GE Identity Program Standards & Guidelines

This set of documents is a highly detailed guide to the GE Identity Program, which is designed to create a clear and consistent identity for GE that reflects Company-wide strengths. The documents describe naming systems for the proper use of "GE" and other Company names. They also include graphic standards for the Monogram, graphic signatures, typography, colors, and formats as well as guidelines for applying the standards in all media. The documents also detail procedures for licensing GE trade names and trademarks to affiliates and joint ventures.

Graphic System

Graphic Signatures 131

Color 132

Typography 133

Dynamic Monogram 134

Graphic Signatures

Graphic signatures **are the fundamental visual devices used in all media to identify**

- **the Company and its**
  - components, subcomponents, divisions, departments, and operations
  - internal functions, programs, and projects
- **affiliates licensed to use the GE identity**
- **the GE brand of products and services**

Other design marks such as logotypes, symbols, and icons may not be used to identify the Company, its organizational parts, or the GE brand of products and services.*

When used consistently and correctly, graphic signatures help to achieve the goals of the GE Identity Program by

- ***unifying, strengthening, and updating all GE communications*** by providing to each a single common identification featuring a well-recognized and respected trademark
- ***establishing, maintaining, enhancing, and protecting valuable trademark rights***

*The General Electric Signature (the name “General Electric” typeset in all capital sans serif letters with the Monogram positioned between or centered above the words) is used in certain applications in accordance with prevailing Company policy. For more information on the use of the General Electric Signature, contact the Manager – Corporate Advertising & Identity, GE Corporate Marketing Communications.

Graphic Signatures

Contents

General Guidelines **131**.02

Signature Elements **131**.05

Signature Content **131**.06
in Permanent Media **131**.07
in Promotional Media **131**.08
in Advertising **131**.09

Signature Arrangements **131**.10

Primary Signature Construction

Drawings **131**.11
Guidelines **131**.12

Compact Signature Construction

Drawings **131**.13
Guidelines **131**.14

Vertical Signature Construction

Drawings **131**.15
Guidelines **131**.16

Special Signature Construction

Drawings **131**.17
Guidelines **131**.18

Signature Monogram **131**.30

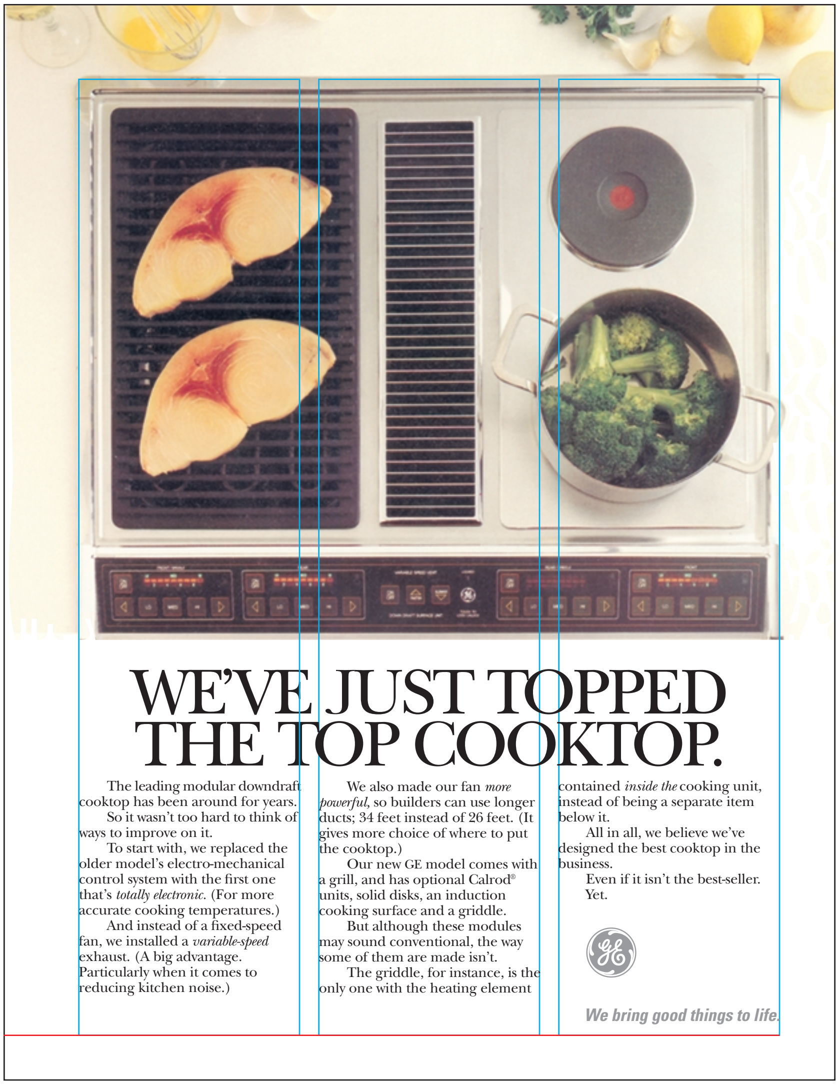
Signature Typography

Univers 68 & 48 **131**.31
ITC New Baskerville Italic **131**.31a
Using
- *Univers 68 & 48* **131**.32
- *ITC New Baskerville* **131**.32a

Sizes **131**.33
Specifications **131**.34

Laser Line **131**.36

To make the best use of the GE Identity Program, think of a graphic signature as a fundamental and integral part of a layout. It is not an independent or self-contained element that can be slapdashed onto a layout.



WE'VE JUST TOPPED THE TOP COOKTOP.

The leading modular downdraft cooktop has been around for years.

So it wasn't too hard to think of ways to improve on it.

To start with, we replaced the older model's electro-mechanical control system with the first one that's *totally electronic*. (For more accurate cooking temperatures.)

And instead of a fixed-speed fan, we installed a *variable-speed* exhaust. (A big advantage. Particularly when it comes to reducing kitchen noise.)

We also made our fan *more powerful*, so builders can use longer ducts; 34 feet instead of 26 feet. (It gives more choice of where to put the cooktop.)

Our new GE model comes with a grill, and has optional Calrod® units, solid disks, an induction cooking surface and a griddle.

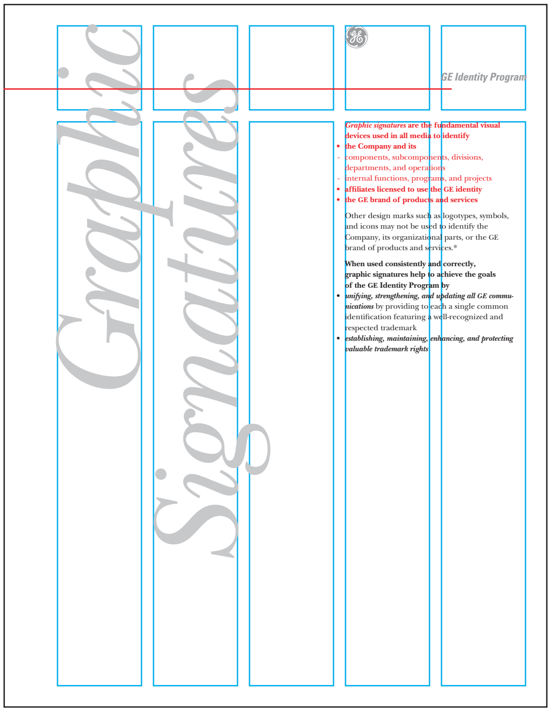
But although these modules may sound conventional, the way some of them are made isn't.

The griddle, for instance, is the only one with the heating element contained *inside the* cooking unit, instead of being a separate item below it.

All in all, we believe we've designed the best cooktop in the business.

Even if it isn't the best-seller. Yet.

We bring good things to life.



***Graphic signatures* are the fundamental visual devices used in all media to identify**

- **the Company and its**
  - components, subcomponents, divisions, departments, and operations
  - internal functions, programs, and projects
- **affiliates licensed to use the GE identity**
- **the GE brand of products and services**

Other design marks such as logotypes, symbols, and icons may not be used to identify the Company, its organizational parts, or the GE brand of products and services.*

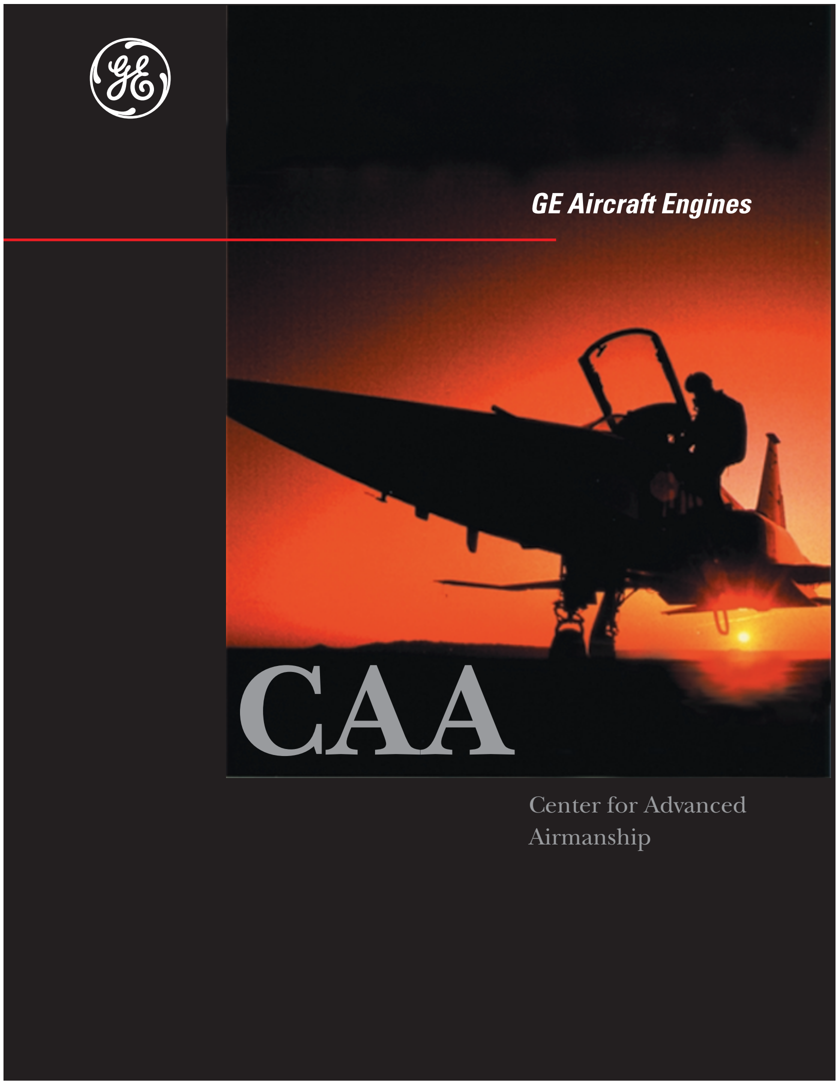
When used consistently and correctly, graphic signatures help to achieve the goals of the GE Identity Program by

- ***unifying, strengthening, and updating all GE communications*** by providing to each a single common identification featuring a well-recognized and respected trademark
- ***establishing, maintaining, enhancing, and protecting valuable trademark rights***

When using graphic signatures, follow these general guidelines:

- **Use an underlying grid to**
  - structure the placement of *all* layout elements
  - vertically align signature elements with other layout elements
  - horizontally stretch the signature across the format

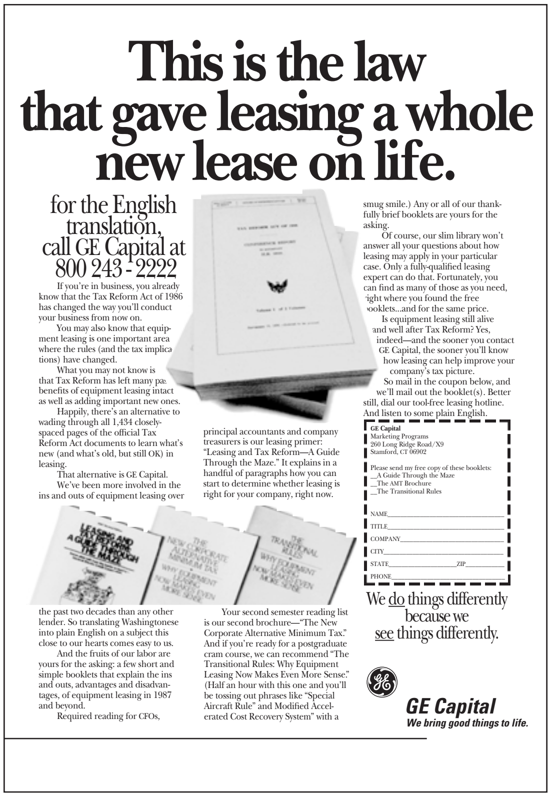
continued



GE Aircraft Engines

CAA

Center for Advanced
Airmanship



This is the law that gave leasing a whole new lease on life.

for the English
translation,
call GE Capital at
800 243 - 2222

If you're in business, you already know that the Tax Reform Act of 1986 has changed the way you'll conduct your business from now on.

You may also know that equipment leasing is one important area where the rules (and the tax implications) have changed.

What you may not know is that Tax Reform has left many pas benefits of equipment leasing intact as well as adding important new ones.

Happily, there's an alternative to wading through all 1,434 closely-spaced pages of the official Tax Reform Act documents to learn what's new (and what's old, but still OK) in leasing.

That alternative is GE Capital.

We've been more involved in the ins and outs of equipment leasing over the past two decades than any other lender. So translating Washingtonese into plain English on a subject this close to our hearts comes easy to us.

And the fruits of our labor are yours for the asking: a few short and simple booklets that explain the ins and outs, advantages and disadvantages, of equipment leasing in 1987 and beyond.

Required reading for CFOs, principal accountants and company treasurers is our leasing primer: "Leasing and Tax Reform—A Guide Through the Maze." It explains in a handful of paragraphs how you can start to determine whether leasing is right for your company, right now.

Your second semester reading list is our second brochure—"The New Corporate Alternative Minimum Tax." And if you're ready for a postgraduate cram course, we can recommend "The Transitional Rules: Why Equipment Leasing Now Makes Even More Sense." (Half an hour with this one and you'll be tossing out phrases like "Special Aircraft Rule" and Modified Accelerated Cost Recovery System" with a smug smile.) Any or all of our thankfully brief booklets are yours for the asking.

Of course, our slim library won't answer all your questions about how leasing may apply in your particular case. Only a fully-qualified leasing expert can do that. Fortunately, you can find as many of those as you need, ight where you found the free ooklets...and for the same price.

Is equipment leasing still alive and well after Tax Reform? Yes, indeed—and the sooner you contact GE Capital, the sooner you'll know how leasing can help improve your company's tax picture.

So mail in the coupon below, and we'll mail out the booklet(s). Better still, dial our tool-free leasing hotline. And listen to some plain English.

GE Capital
Marketing Programs
260 Long Ridge Road/X9
Stamford, CT 06902

Please send my free copy of these booklets:
__A Guide Through the Maze
__The AMT Brochure
__The Transitional Rules

NAME________________
TITLE________________
COMPANY________________
CITY________________
STATE__________ZIP________
PHONE________________

We do things differently
because we
see things differently.

GE Capital
We bring good things to life.

- **Create an asymmetrical balance in the layout:**
  - Avoid symmetrical layouts.
  - Place the signature so that neither it, in its entirety, nor the signature Monogram is centered in the layout.

For example, on a brochure cover, stretch the signature across the top of a five-column grid.

- Align the signature Monogram at the left margin.
- Align the signature typography flush left in a grid column to the right of the Monogram.
- Bleed the Laser Line left off the format.

Or in an advertisement, stretch the signature across the bottom of a three-column grid.

- Align the entire signature in the right column.
- Extend the Laser Line left to align at the left margin (or bleed left off the format, if possible).

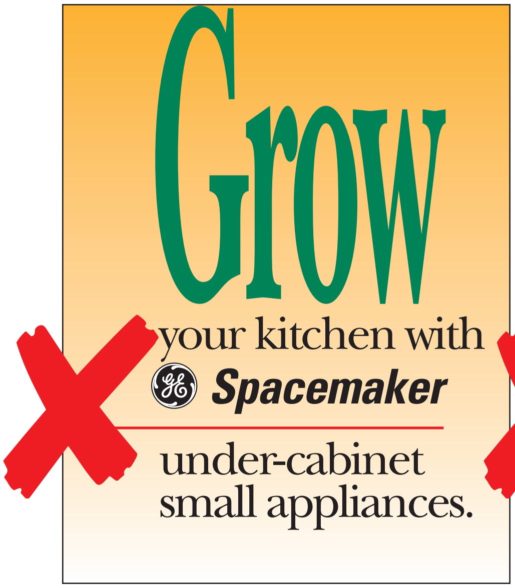
continued

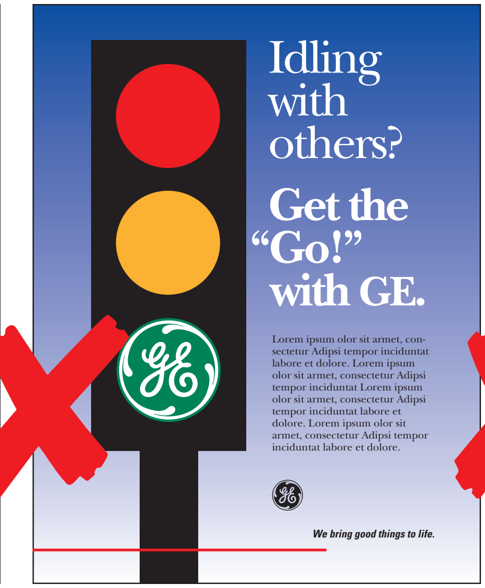
- **Use graphic signatures in all media.** With few exceptions, graphic signatures are required in all applications—from advertising, brochures, product literature, point-of-sale displays, direct mail, and novelties to stationery, facility signs, and vehicles. For guidelines on using graphic signatures in specific media, see document **200**, *Applications Standards.*

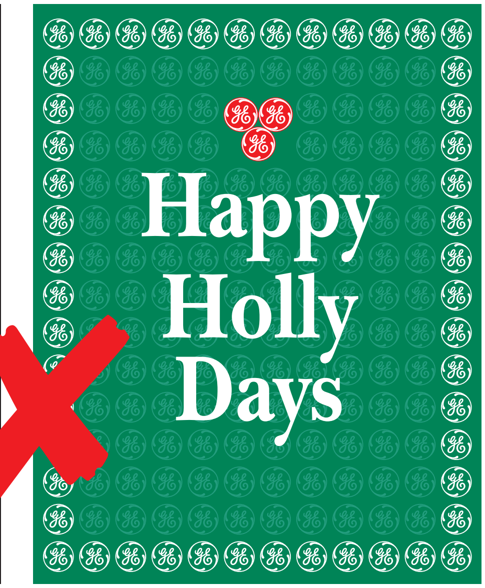
- **In all media, construct graphic signatures** according to the drawings and guidelines on pages 11 to 18.

- **Keep graphic signatures separate and distinct from other elements used in the same format.** The minimum clear space separating and surrounding the signature elements (shown on pages 11, 13, 15, and 17) may always be larger.

- **Reproduce graphic signatures in correct colors** as explained in document **132**, *Color.*


Grow
your kitchen with
Spacemaker
under-cabinet
small appliances.


Idling
with
others?
Get the
"Go!"
with GE.
Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat labore et dolore. Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat labore et dolore. Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat labore et dolore.
We bring good things to life.


Happy
Holly
Days

- **Do not use graphic signatures in headlines or text.** When the names, words, or phrases used in a graphic signature are required in a headline or text, typeset them in the same style and size as the surrounding copy.

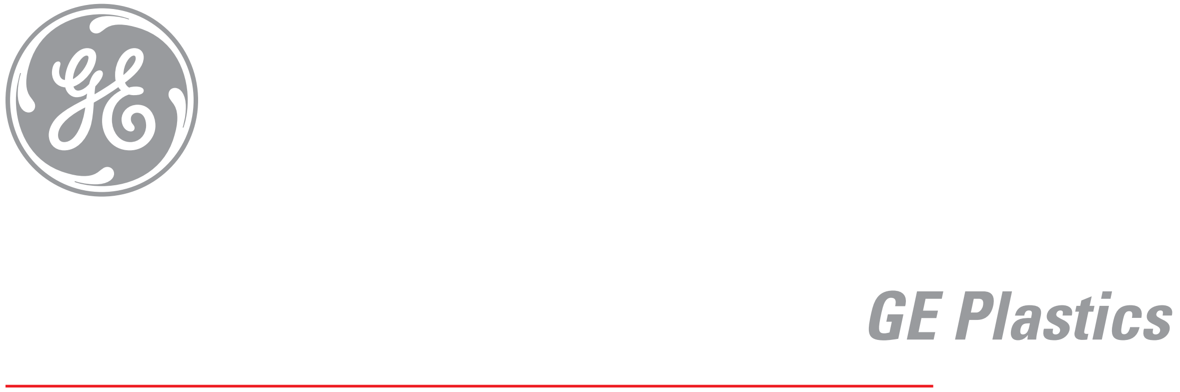
- **Do not use signatures (or the Monogram alone) in illustrations or photographs** unless the use merely
  - *records an actual program application* (such as a photograph of a Company product, brochure, sign, or vehicle)
  - *demonstrates a proposed program application* (such as an illustration of a new Company product or sign)

- **Do not use the Monogram (or a graphic signature) to make a border, background pattern, or object or for any decorative purpose.**

Graphic signatures consist of three elements, shown in the example below:

- **the signature Monogram**
  (described on page 30)
- **signature typography**
  (described on pages 31 to 35)
- **the Laser Line**
  (described on page 36)

Except as noted in document **200**, *Application Standards,* graphic signatures must include all three elements.



GE Plastics

Spacemaker

We bring good things to life.

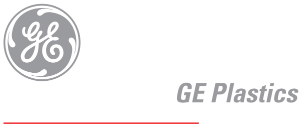
The message contained in the signature typography is referred to as the *signature content.*

In the GE Identity Program, the signature content varies. Depending on the kind of media used and the requirements of a specific application, signatures may be created to convey specific messages.

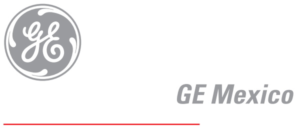
In advertising, for example, each industrial (non-consumer) component uses a signature containing its specific communicative name. When consistently implemented throughout the Company's communications, such signatures help define the Company's rich diversity, thereby furthering one of the goals of the GE Identity Program.

The following pages present examples of typical graphic signatures recommended for use in specific media.

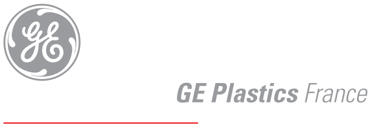
In permanent media such as stationery, signs, and vehicles, use a graphic signature containing the communicative name of the component or affiliate in one of these forms:


GE Plastics

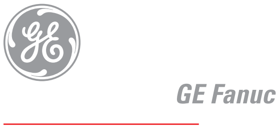
- the name "GE" + a generic description of the component's or affiliate's primary competence



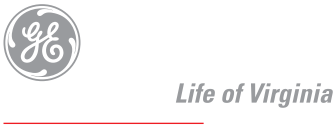
- GE + a geographic name


GE Plastics France

- a combination of the two names described above

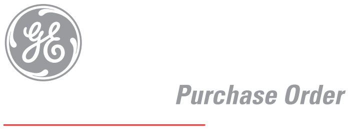


- GE + a proper name

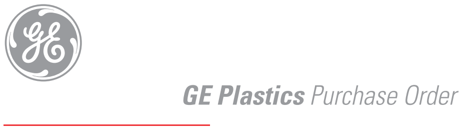

Life of Virginia

- a proper name only

In permanent media such as business forms, use a graphic signature containing either


Purchase Order

- the name of the item


GE Plastics Purchase Order

- a communicative name as described above + the name of the item

In promotional media other than advertising, such as packaging, brochures, and point-of-sale displays, use a signature containing one of the following:

GE Transportation Systems	• any component or affiliate communicative name
We bring good things to life.	• the Company slogan
GE Appliances *We bring good things to life.*	• any component or affiliate communicative name + the Company slogan
Spacemaker	• a secondary word mark (Note: The name “GE” may not be used with a secondary word mark.)
Microwave Oven	• a generic product or service name
Spacemaker *Microwave Oven*	• a secondary word mark + a generic product or service name
GE Annual Report	• a title

In advertising, the content of the graphic signature is limited to the following:

In business-to-business advertising, use a graphic signature containing

GE Aircraft Engines
We bring good things to life.

- the communicative name of the component or affiliate + the Company slogan

We bring good things to life.

- the Company slogan

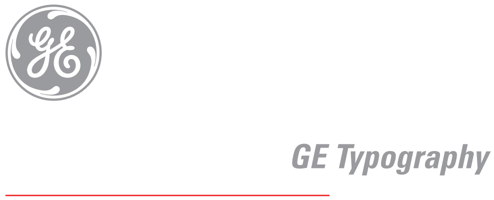
In corporate, consumer, and consumer trade advertising, use a graphic signature containing

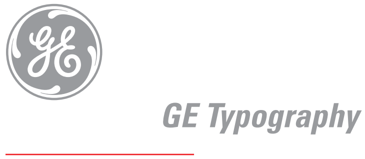
We bring good things to life.

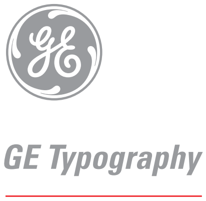
- the Company slogan

GE Rewards
We bring good things to life.

- the name of the product or service + the Company slogan







Three *basic signature arrangements* are used throughout GE Identity Program applications:

- the *primary signature,* described on pages 11 and 12
- the *compact signature,* described on pages 13 and 14
- the *vertical signature,* described on pages 15 and 16

Each possesses visual characteristics that support the communication goals of the program:

- **Preeminence of the Monogram**
  In each arrangement, the Monogram is elevated above and usually to the left of other elements to a position of highest importance, suggesting that the Company's primary commitment is to the values that the Monogram has come to represent during its nearly one hundred years of use: high quality and solid reliability.
- **Asymmetry**
  In contrast to the static balance of the symmetrical arrangements used in the General Electric Signature,* these signatures arrange the elements in a visually active, asymmetrical balance, communicating a sense of the energetic activity that typifies the Company today.
- **Spaciousness**
  In addition, the generous amounts of space separating and surrounding the signature elements communicate a sense of openness, suggesting the commitment management has made to making the Company easily accessible to its existing and potential customers.

A unique feature of all signature arrangements is that the spaces between the signature elements, as shown in the construction drawings, are defined as *minimum* spaces. In constructing a signature, these spaces may be increased. *This feature permits and encourages the alignment of signature elements with other elements required in a specific format, thereby joining all elements in a unified whole.* Equally important, this feature enhances the communication of the attributes of openness and accessibility.

As specified in document 200, *Application Standards,* either of two *special signatures* may be used when space is severely restricted. For construction drawings and guidelines, see pages 17 and 18.

---

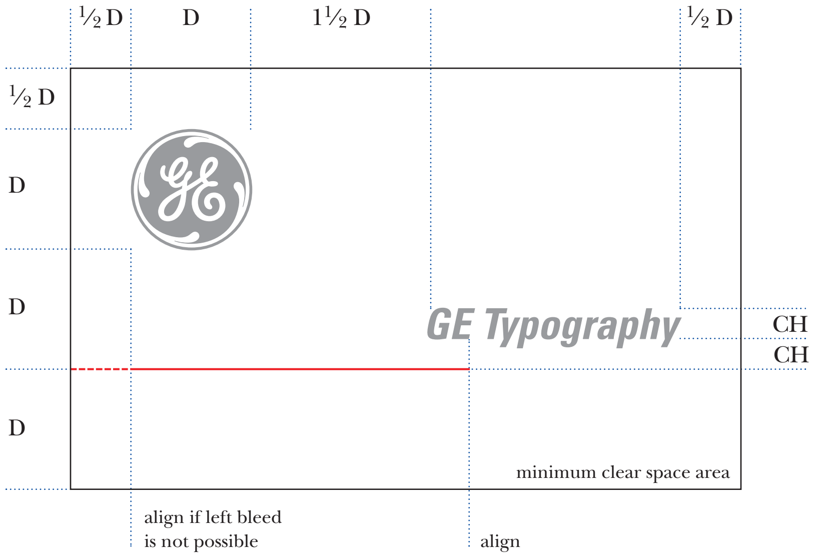
*The General Electric Signature consists of the name "General Electric" typeset in all capital sans serif letters with the Monogram positioned between or centered above the words.

Because of its spaciousness and ability to be easily related to other layout elements, the primary signature is generally preferred in all media.

However, if space is restricted or the application format is narrow, the compact signature (page 13) or the vertical signature (page 15) may be used.

For guidelines on constructing the primary signature, see page 12.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the minimum clear space area or the minimum size format required to display this signature.


½ D
D
1½ D
½ D
½ D
D
D
D
GE Typography
CH
CH
minimum clear space area
align if left bleed
is not possible
align

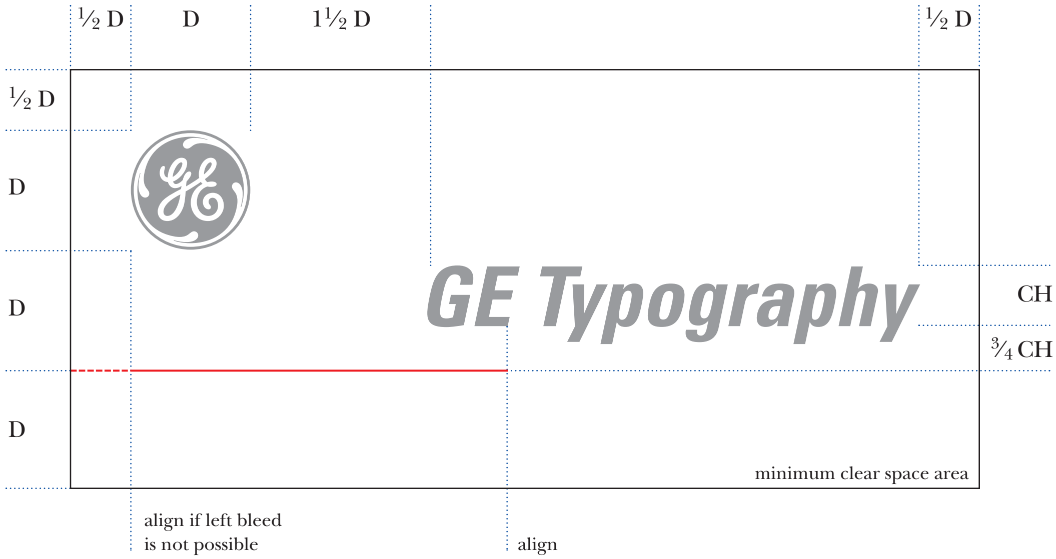
Throughout this document:

D =
diameter
of signature Monogram

CH =
capital height
of signature typography

When CH = ¼ or ⅓ D,
use the dimensions given
at the upper left.

When CH = ½ or ¾ D,
use the dimensions given
at the lower left.


½ D
D
1½ D
½ D
½ D
D
D
D
GE Typography
CH
¾ CH
minimum clear space area
align if left bleed
is not possible
align

To construct the primary signature (shown on page 11), follow these detailed guidelines:

Monogram

Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this font, see document **382**, *GE Logo Font.*)

Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

Laser Line

- **Use a Laser Line at least as heavy (thick) as ½ point** but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.
- **Place the Laser Line below the signature Monogram** at a distance at least as large as the diameter of the signature Monogram.
- **Bleed the Laser Line left off the format.** When this is not possible, begin the Laser Line either
  - at the left margin
  - flush with the left edge of the signature Monogram
- **End the Laser Line as follows:**
  - *If the name "GE" appears at the beginning of the typography,* end it at a point of vertical alignment with the lower-right corner of the "E" in "GE."
  - *If the name "GE" does not appear at the beginning of the typography,* end it at a point to the right of the beginning of the signature typography equal to 1½ the capital height. Note: If the first word in the typography is short, extend the Laser Line to the end of the first word.
- **Do not bleed the Laser Line right off a format.**
- **Cut the end of the Laser Line square;** the end does not match the angle of the italic typography.

Signature Typography

- **Use Univers 68 and, if needed, Univers 48** in the signature typography according to the guidelines on pages 31 to 35.

Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.

- **Size the signature typography to equal ¼, ½, ⅓, or ¾ the diameter of the signature Monogram,** as demonstrated on page 33.
- **Place the signature typography**
  - **to the right of the signature Monogram** at a distance at least 1½ times the diameter of the signature Monogram; this distance may be larger
  - **above the Laser Line a minimum distance:**
    - · *If the capital height of the typography is equal to ¼ or ⅓ the diameter of the signature Monogram,* the minimum distance is equal to the capital height of the typography.
    - · *If the capital height of the typography is equal to ½ or ¾ of the diameter of the signature Monogram,* the minimum distance is equal to ¾ the capital height. (Note: When using the largest size of typography [CH = ¾ D], adjust the position of the signature Monogram so its base aligns horizontally with the top of the capital letters in the typography.)

Minimum Clear Space

A minimum area within and surrounding the primary signature must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic graphics, and conflicting patterns; and the trim edge of a printed piece.

- *Above and on both sides of the primary signature,* the minimum clear space equals ½ the diameter of the signature Monogram.
- *Below the primary signature,* the minimum clear space equals the diameter of the signature Monogram.
- *Within the rectangle so described,* all the area is clear space.

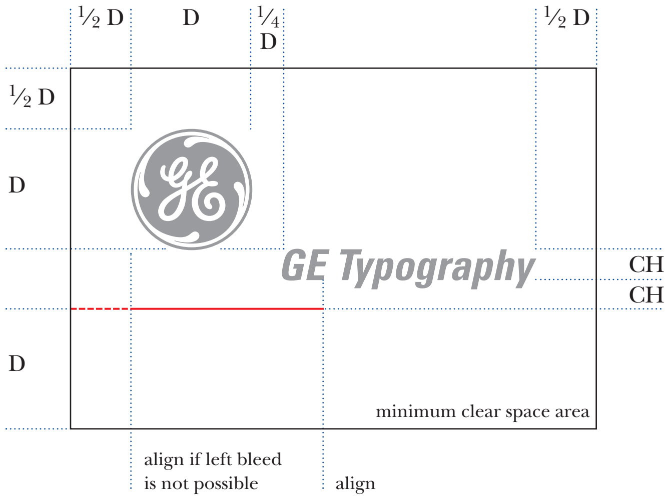
The clear space may be larger.

Generally, the primary signature, shown on page 11, is preferred in all media.

Where space is restricted, the compact signature, shown at the left, may be used. If the application format is narrow or a vertical emphasis is desired, the vertical signature, shown on page 15, may be used.

For guidelines on constructing the compact signature, see page 14.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the minimum clear space area or the minimum size format required to display this signature.


½ D
D
¼ D
½ D
½ D
D
GE Typography
CH
CH
D
minimum clear space area
align if left bleed is not possible
align

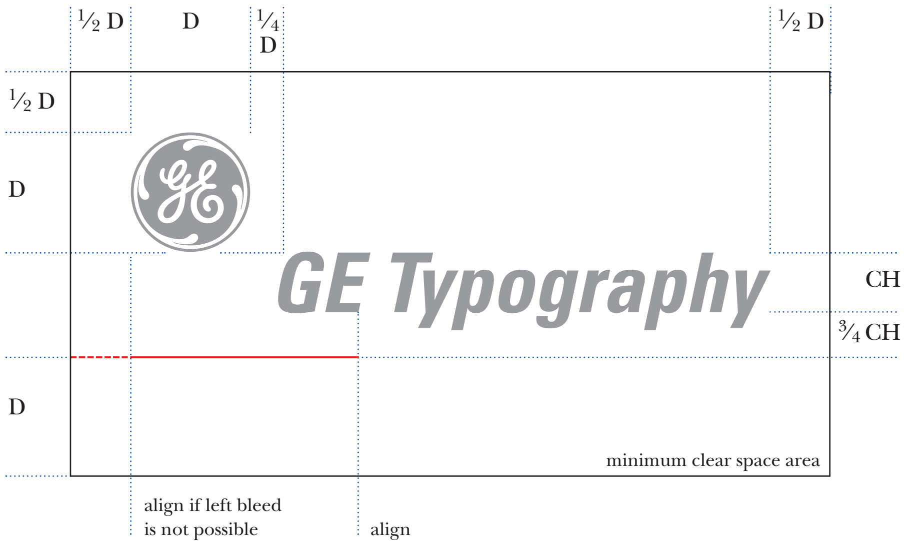
Throughout this document:

D = diameter *of signature Monogram*

CH = capital height *of signature typography*

When CH = ¼ or ⅓ D, *use the dimensions given at the upper left.*

When CH = ½ or ¾ D, *use the dimensions given at the lower left.*


½ D
D
¼ D
½ D
½ D
D
GE Typography
CH
¾ CH
D
minimum clear space area
align if left bleed is not possible
align

To construct the compact signature (shown on page 13), follow these detailed guidelines:

Monogram

Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline.
(For information on using this font, see document **382**, *GE Logo Font.*)

Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

Signature Typography

- **Use Univers 68 and, if needed, Univers 48** in the signature typography according to the guidelines on pages 31 to 35.

  Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.

- **Size the signature typography to equal ¼, ⅓, ½, or ¾ the diameter of the signature Monogram,** as demonstrated on page 33.

- **Place the signature typography**
  - **to the right of the signature Monogram** a minimum distance at least as large as ¼ the diameter of the signature Monogram; this distance may be larger (Note: If space is severely restricted, the typography may be positioned to begin at a point vertically aligned with the right edge of the signature Monogram.)
  - **below the signature Monogram** so that the base of the Monogram aligns horizontally with the top of the capital letters

Laser Line

- **Use a Laser Line at least as heavy (thick) as ½ point** but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.

- **Place the Laser Line below the signature typography a minimum distance:**
  - *If the capital height of the typography is equal to ¼ or ⅓ the diameter of the signature Monogram,* the minimum distance is equal to the capital height of the typography.
  - *If the capital height of the typography is equal to ½ or ¾ the diameter of the signature Monogram,* the minimum distance is equal to ¾ the capital height.

- **Bleed the Laser Line left off the format.** When this is not possible, begin the Laser Line either
  - at the left margin
  - flush with the left edge of the signature Monogram

- **End the Laser Line as follows:**
  - *If the name "GE" appears at the beginning of the typography,* end it at a point of vertical alignment with the lower-right corner of the "E" in "GE."
  - *If the name "GE" does not appear at the beginning of the typography,* end it at a point to the right of the beginning of the signature typography equal to 1½ times the capital height. Note: If the first word in the typography is short, extend the Laser Line to the end of the first word.

- **Do not bleed the Laser Line right off a format.**

- **Cut the end of the Laser Line square;** the end does not match the angle of the italic typography.

Minimum Clear Space

A minimum area within and surrounding the compact signature must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic graphics, and conflicting patterns; and the trim edge of a printed piece.

- *Above and on both sides of the compact signature,* the minimum clear space equals ½ the diameter of the signature Monogram.

- *Below the compact signature,* the minimum clear space equals the diameter of the signature Monogram.

- *Within the rectangle so described,* all the area is clear space.

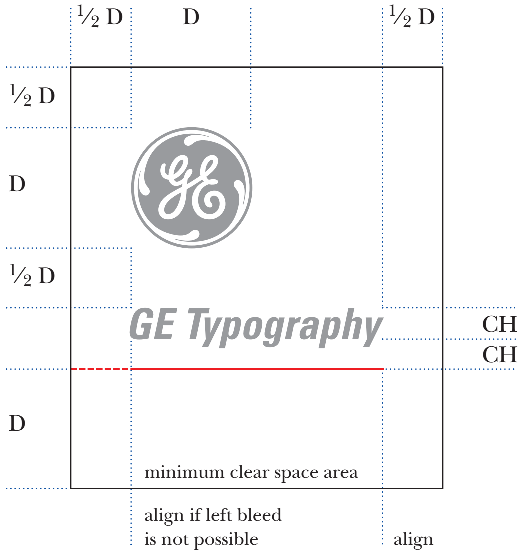
The clear space may be larger.

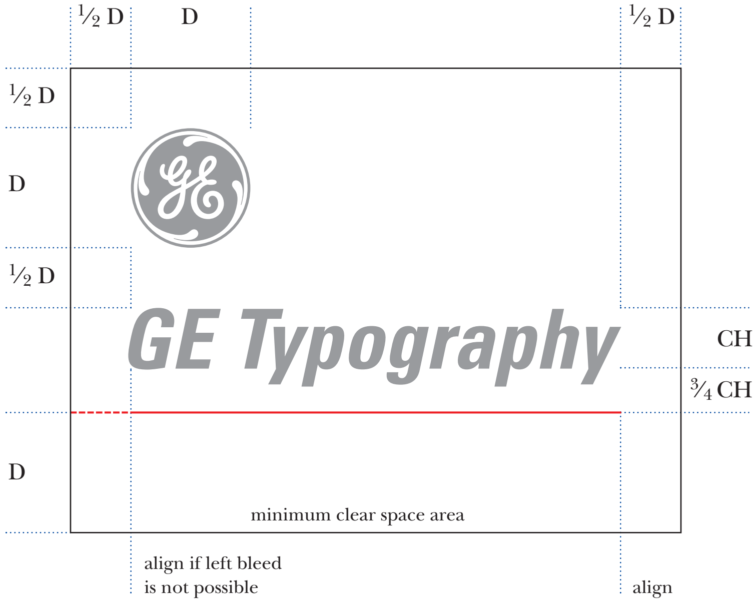
Generally, the primary signature, shown on page 11, is preferred in all media.

Where the application format is narrow or a vertical emphasis is desired, the vertical signature, shown at the left, may be used. If space is restricted, the compact signature, shown on page 13, may be used.

For guidelines on constructing the vertical signature, see page 16.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the minimum clear space area or the minimum size format required to display this signature.


½ D
D
½ D
½ D
D
½ D
GE Typography
CH
CH
D
minimum clear space area
align if left bleed
is not possible
align


½ D
D
½ D
½ D
D
½ D
GE Typography
CH
¾ CH
D
minimum clear space area
align if left bleed
is not possible
align

Throughout this document:

D =
diameter
of signature Monogram

CH =
capital height
of signature typography

When CH = $^1/_4$ or $^1/_3$ D,
use the dimensions given at the upper left.

When CH = $^1/_2$ or $^3/_4$ D,
use the dimensions given at the lower left.

To construct the vertical signature (shown on page 15), follow these detailed guidelines:

Monogram

Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this font, see document **382**, *GE Logo Font.*)

Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

Signature Typography

- **Use Univers 68 and, if needed, Univers 48** in the signature typography according to the guidelines on pages 31 to 35.

  Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.
- **Size the signature typography to equal ¼, ⅓, ½, or ¾ the diameter of the signature Monogram,** as demonstrated on page 33.
- **Place the signature typography** below the signature Monogram, visually aligned flush left, at a distance at least as large as ½ the diameter of the signature Monogram. This distance may be larger.

Laser Line

- **Use a Laser Line at least as heavy (thick) as ½ point** but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.
- **Place the Laser Line below the signature typography a minimum distance:**
  - *If the capital height of the typography is equal to ¼ or ⅓ the diameter of the signature Monogram,* the minimum distance is equal to the capital height of the typography.
  - *If the capital height of the typography is equal to ½ or ¾ the diameter of the signature Monogram,* the minimum distance is equal to ¾ the capital height.
- **Bleed the Laser Line left off the format.** When this is not possible, begin the Laser Line either
  - at the left margin
  - flush with the left edge of the signature Monogram.
- **End the Laser Line** at the end of the signature typography.
- **Do not bleed the Laser Line right off a format.**
- **Cut the end of the Laser Line square;** the end does not match the angle of the italic typography.

Minimum Clear Space

A minimum area within and surrounding the compact signature must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic graphics, and conflicting patterns; and the trim edge of a printed piece.

- *Above and on both sides of the vertical signature,* the minimum clear space equals ½ the diameter of the signature Monogram.
- *Below the vertical signature,* the minimum clear space equals the diameter of the signature Monogram.
- *Within the rectangle so described,* all the area is clear space.

The clear space may be larger.

Generally, the basic signatures, including the

- **primary signature** (pages 11 and 12)
- **compact signature** (pages 13 and 14)
- **vertical signature** (pages 15 and 16)

are preferred in all media.

Where the application format is extremely small or the signature needs to be displayed very large in a relatively small space, the special signatures may be used in certain applications, as authorized in document **200**, *Application Standards.*

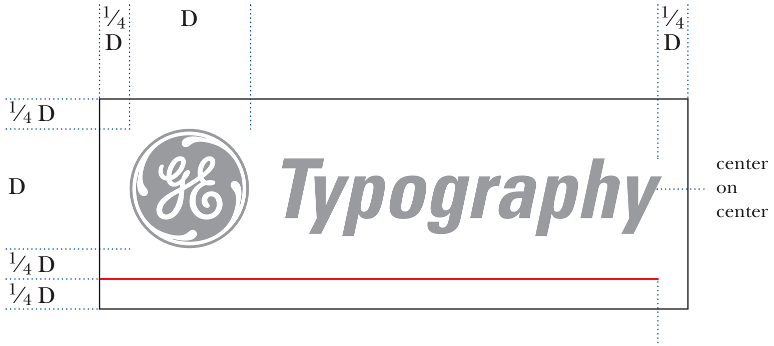
For guidelines on using and constructing the special signatures, see page 18.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the minimum clear space area or the minimum size format required to display this signature.

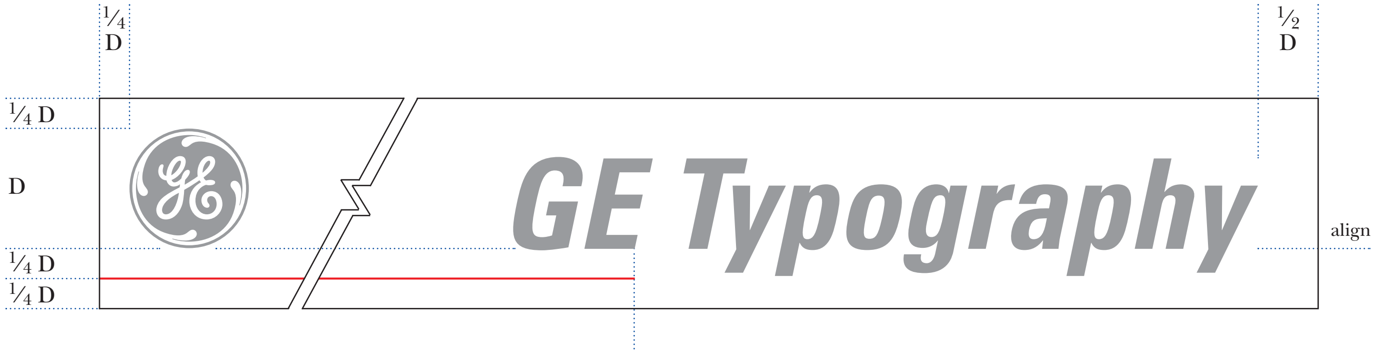
Throughout this document:

D =
diameter
of signature Monogram

CH =
capital height
of signature typography



Special Signature A



Special Signature B

Use the special signatures only when authorized in GE Identity Program documents. The special signatures may be used only when extremely limited space prevents use of the basic signatures in applications such as signs, exhibits, products, and promotional novelties.

Do not use these signatures in print advertising, promotional brochures, or product literature.

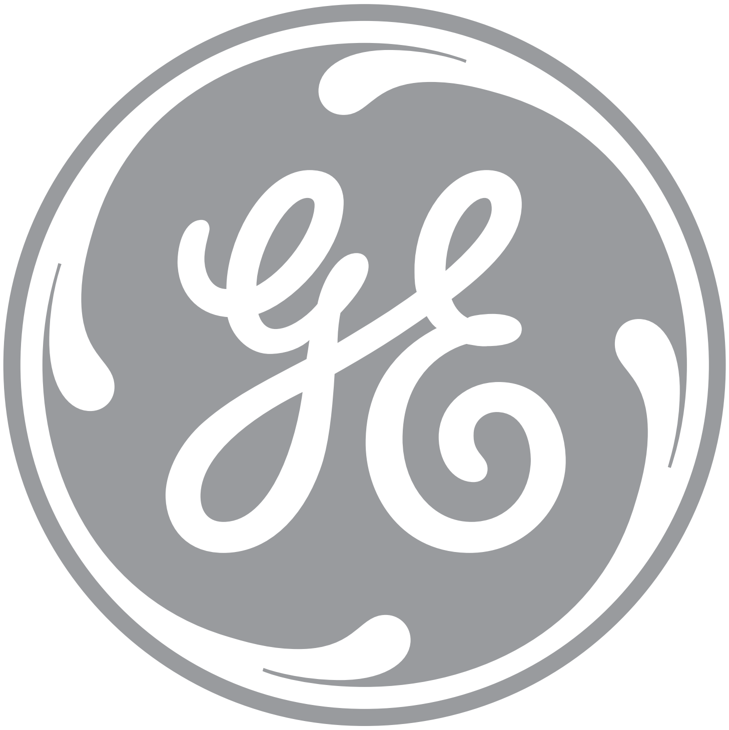
Special Signature A (shown on page 17)

- **Use Univers 68 and, if needed, Univers 48** in the signature typography according to the guidelines on pages 31 to 35. Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.
- **Size the signature typography** so that the capital height equals ¼, ⅓, ½, or ¾ the diameter of the signature Monogram (½ diameter is shown) as explained on page 33.
- **Horizontally center the signature typography** to the right of the signature Monogram* at a minimum distance equal to ¼ the diameter of the Monogram. (Note: When the typography is placed at this minimum distance, it is not necessary to use the name “GE” in the typography. If the signature typography contains a secondary word mark, the name “GE” may not be used.) Between the end of the signature typography and the right edge of the format, maintain a minimum distance equal to ¼ the diameter of the Monogram.
- **Place the Laser Line** below the signature Monogram a minimum distance equal to ¼ the diameter of the Monogram.
- **Bleed the Laser Line left** off the format. When this is not possible, begin the Laser Line flush with the left edge of the signature Monogram.
- **End the Laser Line** flush right with the end of the signature typography.
- **The maximum weight,** or thickness, of the Laser Line is generally 3 percent of the diameter of the signature Monogram. However, if the reproduction method is coarse or the viewing conditions are unusual, the weight may be increased to 6 percent of the diameter of the signature Monogram. (For more information, see page 36.) Where the space available for identification is severely restricted, the Laser Line may be omitted.
- **The dimensions shown in the drawings are minimums.** Do not reduce these spaces.

Special Signature B (shown on page 17)

- **Use Univers 68 and, if needed, Univers 48** in the signature typography according to the guidelines on pages 31 to 35. Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.
- **Size the signature typography** so that the capital height equals ¼, ⅓, ½, or ¾ the diameter of the signature Monogram (¾ diameter is shown) as explained on page 33.
- **Place the signature typography** to the right of the signature Monogram* at a minimum distance equal to ¼ the diameter of the Monogram. (Note: When the typography is placed at this minimum distance, it is not necessary to use the name “GE” in the typography. If the signature typography contains a secondary word mark, the name “GE” may not be used.) Between the end of the signature typography and the right edge of the format, maintain a minimum distance equal to ½ the diameter of the Monogram.
- **Align the baseline of the signature typography with the base of the signature Monogram.**
- **Place the Laser Line** below the signature Monogram and the baseline of the signature typography a minimum distance equal to ¼ the diameter of the Monogram.
- **Bleed the Laser Line left** off the format. When this is not possible, begin the Laser Line flush with the left edge of the signature Monogram.
- **End the Laser Line** at a point of vertical alignment with the lower-right corner of the “E” in “GE.” If “GE” is not used in the signature typography, end the Laser Line according to the guidelines for the primary signature on page 12.
- **The maximum weight,** or thickness, of the Laser Line is generally 3 percent of the diameter of the signature Monogram. However, if the reproduction method is coarse or the viewing conditions are unusual, the weight may be increased to 6 percent of the diameter of the signature Monogram. (For more information, see page 36.) Where the space available for identification is severely restricted, the Laser Line may be omitted.
- **The dimensions shown in the drawings are minimums.** Do not reduce these spaces.

*__Use the correct positive or reverse signature Monogram in GE Logo Font__—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For more information, see document **382**, *GE Logo Font.*) Do not use the Monograms shown in this document in reproduction art. Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.



When used in a graphic signature, the Monogram is referred to as the *signature Monogram.*

Note: The parts of the Monogram have been carefully proportioned so that a single drawing can be reproduced at all sizes, including very small sizes.

To maintain the distinctive character of the Monogram,

- *when using high-quality reproduction* such as offset lithography, use a size $^{3}/_{16}$ inch (5mm) in diameter (20-point GE Logo Font) or larger
- *when using other forms of reproduction*, use a size large enough to maintain clarity in each part of the Monogram

The Monogram is one of the Company's most valuable assets. Through one hundred years of careful use, it has come to signify quality and reliability in GE products and services, as well as in the Company itself.

It is critically important that the attributes the Monogram has acquired be preserved and strengthened through continued correct use in the GE Identity Program. Therefore, carefully follow the guidelines in this document when constructing and using graphic signatures.

Authorized Drawing

The Monogram was refined and simplified in 1987. The authorized drawing, shown on this page, may not be altered or modified in any way.

Parts of the Monogram

The following terms are used to describe the parts of the Monogram:

- The *field* is the area shown in grey in the drawing at the left. It includes the *outline circle* enclosing the Monogram. (Note: The outline circle is an integral part of the positive Monogram. Do not delete the outline circle when the Monogram is reproduced in positive form.)
- The *letters/curlicues* are the script lettering of "GE" plus the scrolls that form a circle around the lettering, both shown in white in the drawing.
- The *background* is the area surrounding the Monogram. For example, the white area around the Monogram shown at the left is the background.

Reproduction

Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font —a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this font, see document **382**, *GE Logo Font.*)

Note: For large-scale applications, see document **540**, *Signature Monogram Grid Drawings.*

For information on the Dynamic Monogram, see document 134, *Dynamic Monogram.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

Univers 68, the typeface used most frequently in graphic signatures, is a bold condensed italic style. Because of its relatively thick stroke, words set in this face are emphasized.
Note: In computer typesetting, this typeface may bear the name Univers (67) Condensed Bold Oblique.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

Univers 48 is a light condensed italic style that complements Univers 68 by providing a rich contrast in weight. Because of its relatively thin stroke, words set in this face are deemphasized.
Note: In computer typesetting, this typeface may bear the name Univers (47) Condensed Light Oblique.

The primary typography used in graphic signatures is Univers 68 and, if needed, Univers 48. These faces have been selected for two reasons:

- **Their visual characteristics communicate qualities that represent the Company and its management style:**
  - *The optically refined and well-balanced drawing* of the Univers letterforms communicates a sense of quality, modernity, and sophistication.
  - *The sans serif condensed style* communicates a sense of leanness and efficiency.
  - *The italic style* communicates a sense of forward motion, suggesting agility, dynamism, and future-oriented activity.
- **They are generally available** throughout the world on a variety of typesetting systems.

Alternatives to Univers 68 and 48
In certain applications, such as computer-generated transparencies, where Univers is not available from the imagemaker, Helvetica Bold Condensed Italic and Helvetica Light Condensed Italic may be substituted for Univers 68 and 48.

Note: Do not substitute Helvetica for Univers in advertising, brochures, product literature, tradeshow exhibits, promotional materials such as direct mail and point-of-sale displays, packaging, products, stationery, signs, vehicles, or shipping cases and cartons.

Univers 68
Univers 48

ITC New Baskerville Italic

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

As an option, in product signatures (those that identify a product or service, such as *Profile* appliances), ITC New Baskerville Italic may be used for the product name. This face has been selected for two reasons:

- **Its visual characteristics communicate qualities that represent the Company and its management style:**

- *The optically refined and well-balanced drawing* of the Baskerville letterforms communicates a sense of quality and refinement, of excellence and sophistication.

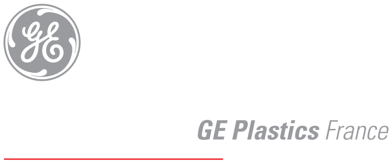
- *The serif style* communicates a sense of classicism, implying a respect for the heritage and traditional values that built the Company.

- *The italic style* communicates a sense of forward motion, suggesting agility and dynamism.

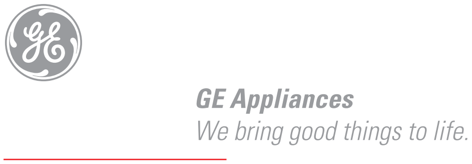
- **It is generally available** throughout the world on a variety of typesetting systems.

ITC New
Baskerville
Italic

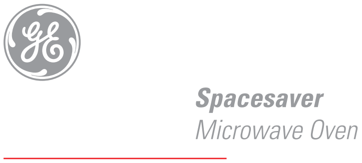
Univers 68 is used for all typography in graphic signatures except when the signature content requires differentiation for emphasis or to enhance legibility; for example:



When a communicative name consists of both a competence description and a geographic name, typeset the geographic name in Univers 48 and set the balance of the name in Univers 68.

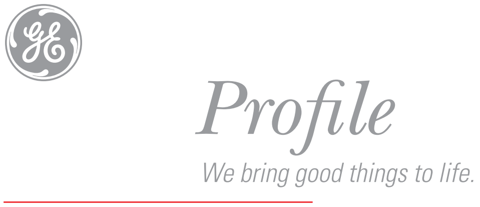


When the typography consists of both a communicative name and another message (such as the Company slogan or a title), set the promotional message in Univers 48 and the communicative name in Univers 68.

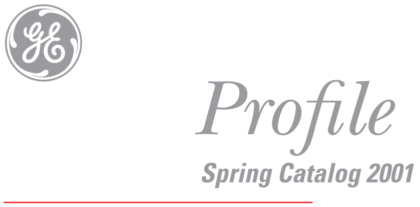


When the typography consists of both a secondary trademark name and a generic name for the product or service, set the generic name in Univers 48 and the secondary trademark name in Univers 68.

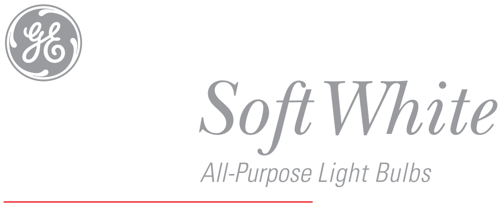
As an option, ITC New Baskerville Italic may be used for only the product name in a product signature. (Normally, the product name is a secondary trademark; nevertheless, when a secondary trademark is not used, the generic product name may be typeset in ITC New Baskerville, as described below.) Any other message in a product signature is typeset in Univers 68 or 48; for example:


Profile
We bring good things to life.

When the product signature consists of both a product name and the Company slogan, typeset the product name in ITC New Baskerville Italic and set the slogan in Univers 68 or 48.

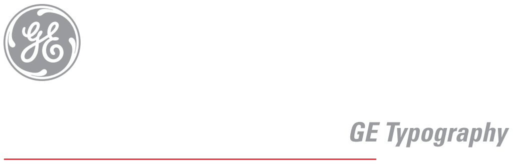


When the product signature consists of both a product name and a brochure title, typeset the product name in ITC New Baskerville Italic and set the title in Univers 68 or 48.

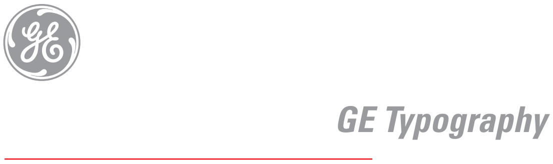


When the product signature consists of only a generic name for the product or service, typeset the featured portion of the name in ITC New Baskerville Italic and set the balance of the name in Univers 68 or 48.

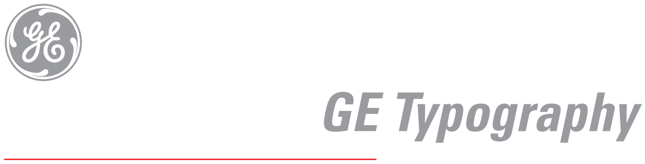
The size of typography used in a graphic signature —in both Univers 68 and 48 and ITC New Baskerville Italic—is based on the diameter of the signature Monogram. Four sizes may be used, as shown below.


GE Typography

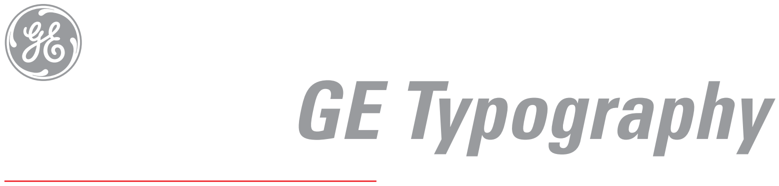
CH = ¼ D


GE Typography

CH = ⅓ D


GE Typography

CH = ½ D


GE Typography

CH = ¾ D

Throughout this document:

D =
diameter
of signature Monogram

CH =
capital height
of signature typography

Correct specification of letterspacing, word spacing, and line spacing depends in part on the selected typesetting equipment. Because so many different typesetting systems are available, each continuously revised and improved, it is not possible to standardize one specification that will yield uniform results from all sources.

Therefore, the examples on this page establish the *visual standard* for correct spacing between letters, words, and lines of type, regardless of the source. When ordering typography for graphic signatures, ask the supplier to *visually match* the correct examples on this page.

Note: Correct spacing is neither too tight nor too open, as shown in the examples. This visual standard applies to typography used in graphic signatures of all sizes in all media. To maintain this visual standard while optimizing legibility, additional spacing may be required when

- *the method of reproduction is coarse,* as in flexography
- *the viewing distance is great or varied,* as is the case with signs
- *the viewing conditions are unusual,* as is the case with moving vehicles

Too Tight

This is an example of Univers 68 set too tight.

This is an example of Univers 68 set too tight.

This is an example of Univers 48 set too tight.

This is an example of Univers 48 set too tight.

This is an example of ITC New Baskerville Italic set too tight.

This is an example of ITC New Baskerville Italic set too tight.

Correct

This is an example of Univers 68 set correctly.

This is an example of Univers 68 set correctly.

This is an example of Univers 48 set correctly.

This is an example of Univers 48 set correctly.

This is an example of ITC New Baskerville Italic set correctly.

This is an example of ITC New Baskerville Italic set correctly.

Too Open

This is an example of Univers 68 set too open.

This is an example of Univers 68 set too open.

This is an example of Univers 48 set too open.

This is an example of Univers 48 set too open.

This is an example of ITC New Baskerville Italic set too open.

This is an example of ITC New Baskerville Italic set too open.

continued

Specify typography used in graphic signatures as follows:

GE Plastics

~~**GE PLASTICS**~~

- **Use initial capital letters followed by lowercase letters** for all component and affiliate communicative names, secondary word marks, generic product or service names, and titles.

  Do not use all capital letters or all lowercase letters in signature typography.

We bring good things to life.

~~***We Bring Good Things to Life.***~~

- **Capitalize only the "W" and use lowercase letters** for the balance of the Company slogan.

  (Note: Because this slogan is a sentence, it ends with a period.)

The Intelligent Choice

The intelligent choice

~~***THE INTELLIGENT CHOICE***~~

~~***the intelligent choice***~~

- **Use initial capital letters followed by lowercase letters, or capitalize the first word only,** as desired, for other messages such as brochure titles.

  Do not use all capital letters or all lowercase letters in signature typography.

GE Plastics
United Kingdom

~~**GE Plastics**~~
~~*United Kingdom*~~

~~**GE Plastics**~~
~~*United Kingdom*~~

- **Use flush left, ragged right** for two or more lines of typography.

  Do not use flush right or justified settings in graphic signatures.

GE Plastics
We bring good things to life.

GE Plastics
We bring good things to life.

GE Plastics
We bring good things to life.

~~**GE Plastics**~~
~~*We bring good things to life.*~~

Profile
We bring good things to life.

- **Generally, use a single size for all typography in a graphic signature.** But when the signature content consists of two parts (as when a signature contains both a communicative name or a secondary trademark and the Company slogan), to avoid undue emphasis, the longer part may be reduced so its capital height equals $\frac{3}{4}$, $\frac{1}{2}$, or $\frac{1}{3}$ the capital height of the shorter part, provided the reduced part remains clearly legible at the viewing distance typical for the application.

The *Laser Line*, a fine horizontal line, is an integral part of graphic signatures.

The Laser Line communicates specific attributes consistent with the goals of the GE Identity Program; for example:

- *The fineness* of the Laser Line communicates a sense of quality, and its precision suggests high technology.
- *When correctly arranged with the other signature elements and bleeding left off a format,* the Laser Line imparts a sense of motion, suggesting energetic activity.

The Laser Line also functions as the stabilizing structural element unifying the signature Monogram and signature typography in a dynamic asymmetrical balance. In applications such as advertising, promotional brochures, and product literature, where the signature elements may be stretched across the layout and vertically aligned with other layout elements, the Laser Line joins the signature elements in a unified whole.

Because it draws attention to the signature and underscores the typography, the Laser Line lends emphasis to signature content in all applications.

Therefore, the Laser Line may not be eliminated from graphic signatures except as expressly authorized for specific applications in document 200, *Application Standards.*

Weight of Laser Line

The weight, or thickness, of the Laser Line is determined by

- *the diameter of the signature Monogram* used with it
- *limitations* in reproduction quality
- *viewing distance* and conditions

The Laser Line should be as fine, or as thin, as possible within the parameters of commercially acceptable reproduction. Nevertheless, visibility is always the final criterion for judging appropriate weight. In no application should the Laser Line be so fine as to appear faint, frail, or broken. It must always be of sufficient thickness to

- *reproduce well*
- *be clearly visible* at the viewing distance and under the viewing conditions required by the specific application

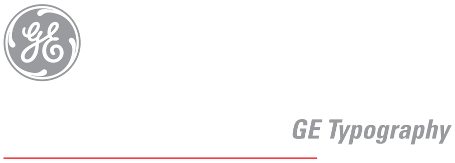
Follow these general guidelines to ensure proper specification of the Laser Line weight:

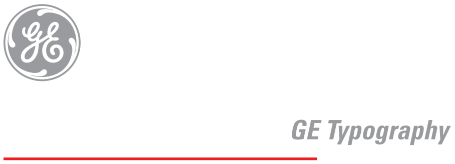
- **The minimum thickness** of the Laser Line is ½ point, as demonstrated in the top example at the left.
- **The maximum thickness** is generally 3 percent of the diameter of the signature Monogram, as demonstrated in the bottom example at the left.

Nevertheless, if
- *the required method of reproduction is coarse* (as in flexography)
- *the viewing distance is great or varied* (as is the case with signs)
- *the viewing conditions are unusual* (as is the case with moving vehicles)

then the thickness may be increased to a maximum of 6 percent of the diameter of the signature Monogram.

- **Any size between the minimum and maximum is acceptable;** however, it is preferred that the Laser Line be as fine, or as thin, as possible.





Color

These guidelines apply to the *use of color* in all GE Identity Program applications.

Because of the color reproduction limitations of video monitors and laser printers, these guidelines cannot establish *visual standards* for reproduction of program colors. Those standards are the printed color samples available from the GE Identity Website or Hotline.

When using color in program applications, remember:

- **Of all visual elements, color is the most relative.** It changes—or appears to change—in relation to factors such as
  - *reproduction materials and methods*

    On a computer screen, color is reproduced by mixing three colors of light. In four-color process printing, color is reproduced by printing in succession varying amounts of four pigmented inks. In match-color printing, ink is custom mixed to precisely match a sample. As a result of the different materials and methods used to reproduce color, the “same” color appears different when reproduced by different methods.

    Not all colors can be reproduced in all methods, and some colors are unique to some methods. For example, metallic and fluorescent colors can neither be displayed on a video monitor nor printed using four-color process. Such colors must be custom mixed using special pigments and reproduced using traditional techniques such as letterpress, offset lithography, and screen printing.
  - *viewing conditions such as illumination and distance*

    Viewing a color indoors under tungsten bulbs versus outdoors under the sun (or the moon) changes color perception. In addition, when viewed from afar, a color appears different than when viewed at close range.
  - *adjacent color*

    Perception of a color changes in relation to the color that surrounds it.
  - *size of area bearing the color*

    Perception of a large area of color is often different from perception of a small area of the same color, especially depending on the adjacent color.
- **Color selection is sometimes limited to standard colors provided in the dominant specification system available locally, which varies around the world.** Furthermore, such color specification systems are continuously being changed; new colors are added as others are discontinued.

Color

Contents

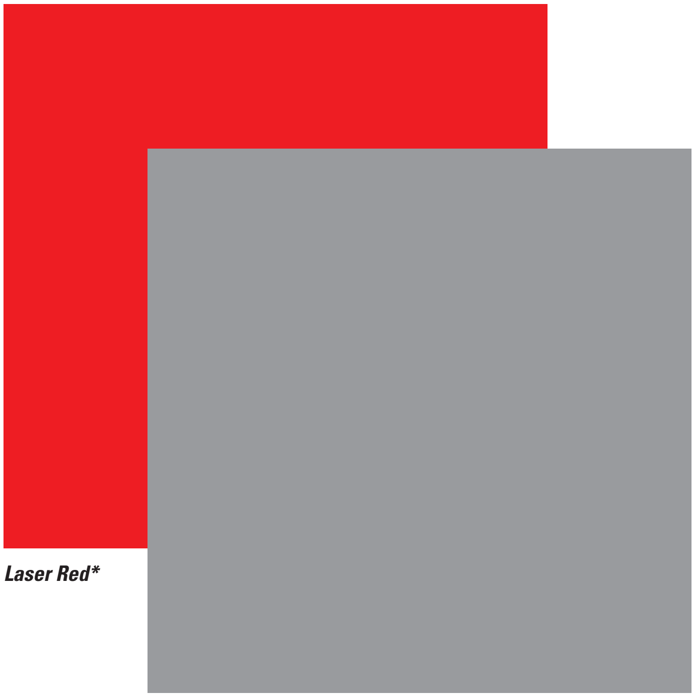
Corporate Colors **132**.02

GE Color Palettes:
GE Grey & Metallic Color Palette **132**.03
GE Dark Color Palette **132**.04
GE Bright Color Palette **132**.05

Using Color: Summary Guidelines **132**.10

Using Corporate Colors against
White Backgrounds **132**.11
Black Backgrounds **132**.12
Platinum Grey Backgrounds **132**.13
Laser Red Backgrounds **132**.14

Using Other Colors **132**.20



Laser Red*

Platinum Grey*

The GE Identity Program features two corporate colors:

- **Platinum Grey**
- **Laser Red**

Each communicates specific attributes that represent the Company and further the communication goals of the program.

Platinum Grey
The color used most often in the signature Monogram and signature typography, Platinum Grey is a neutral hue of medium value. Against white backgrounds, it appears dignified and reserved, signifying high quality and suggesting the essential and traditional character of the Company.

Laser Red
In contrast to the classic quality of Platinum Grey, the corporate color most often used in the Laser Line, Laser Red, is a bright intense hue of strong value, salient in any environment. It suggests the spirit of innovation and the liveliness of entrepreneurial enterprise, the qualities GE is pursuing throughout its organization with renewed emphasis.

Together, these corporate colors help to express the fundamental identity of GE. They represent the Company's commitment to the values of high quality and reliability, developed over generations of responsible product manufacturing and service, and its reliance on the creative energies throughout its organization to continually improve and revitalize its product and service offerings.

When using the corporate colors, follow the guidelines beginning on page 10.

Note: Because of the color reproduction limitations of video monitors and laser printers, the simulated display of the corporate colors at the left does not establish visual standards for color reproduction. Those standards are the offset-printed document **560**, *Color Samples,* available from the GE Identity Website or Hotline.

* *When match color is used* in lieu of Platinum Grey and Laser Red, you may use
- PANTONE®† 423 (for stationery, PANTONE 424) and PANTONE Red 032, the standards for which are shown in the current edition of the PANTONE Color Formula Guide 1000
- Toyo Printing Inks CF 8644 and CF 8098, the standards for which are shown in the current editions of the Toyo Ink Color Finder

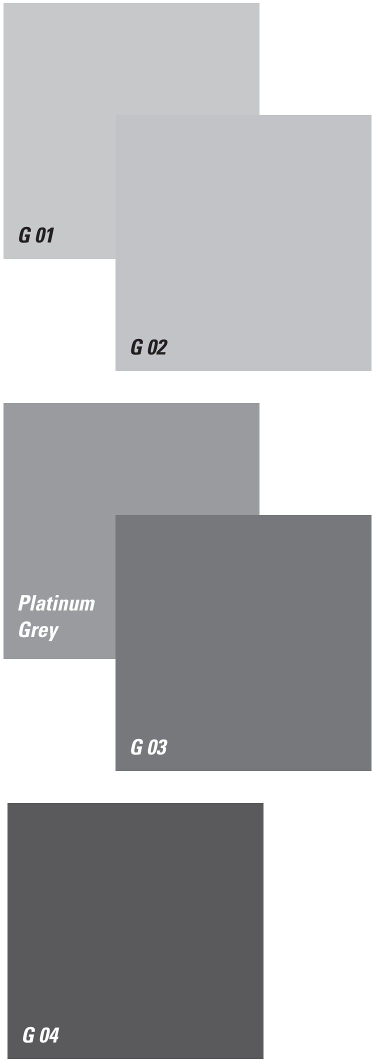
When four-color process is used, you may use
- for Platinum Grey, 40 percent black (minimum 133-line screen)
- for Laser Red, solid magenta/yellow

When a standard line color is used, for Laser Red you may use the Association of Advertising Agencies of America color standard, AAAA/ABP Second Color Red.

The alternative specifications provided here *are not* equivalent to the corporate colors nor equivalent to each other. They are merely acceptable alternative specifications when the corporate colors are not available.

The colors shown and specified in this document are not intended to match the PANTONE Color Standards or the Toyo Printing Inks Colors. PANTONE Colors are not equivalent to Toyo Colors.

† PANTONE® is a registered trademark of Pantone, Inc.



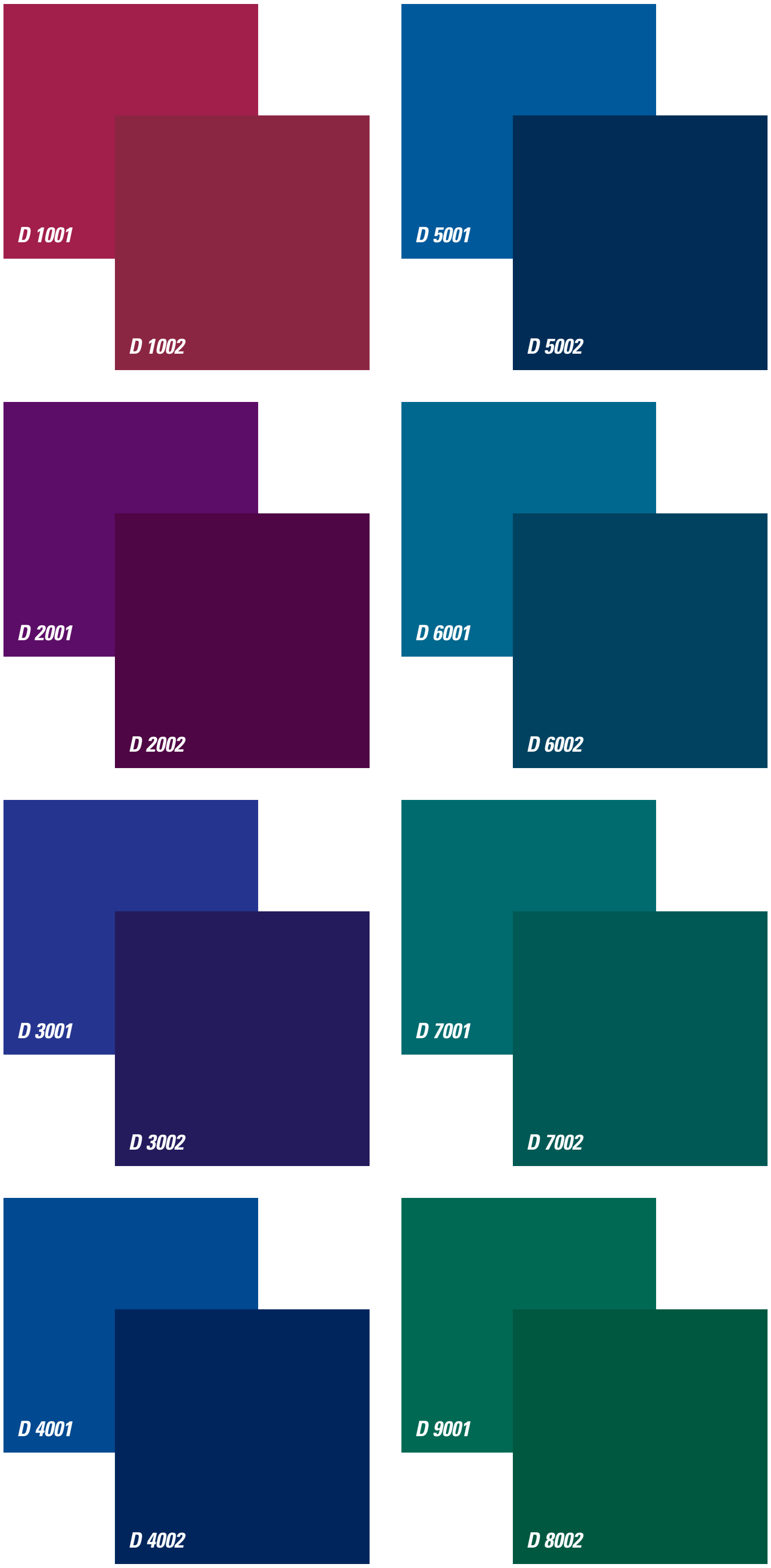
In addition to the corporate colors, the GE Identity Program includes a group of match ink colors for print applications. These colors are grouped into three GE color palettes:

- **GE Grey & Metallic Color Palette,** shown on this page
- **GE Dark Color Palette,** shown on page 04
- **GE Bright Color Palette,** shown on page 05

When a promotional application requires other than the corporate colors, a color from the GE color palettes may be used. Other colors may be used as well.

When using color, follow the guidelines beginning on page 10.

Note: Because of the color reproduction limitations of video monitors and laser printers, the metallic colors are not shown. For the same reason, the simulated display of the GE Grey & Metallic Color Palette at the left does not establish visual standards for color reproduction. Those standards are the offset-printed document **560**, *Color Samples,* which includes the metallic colors, available from the GE Identity Website or Hotline.



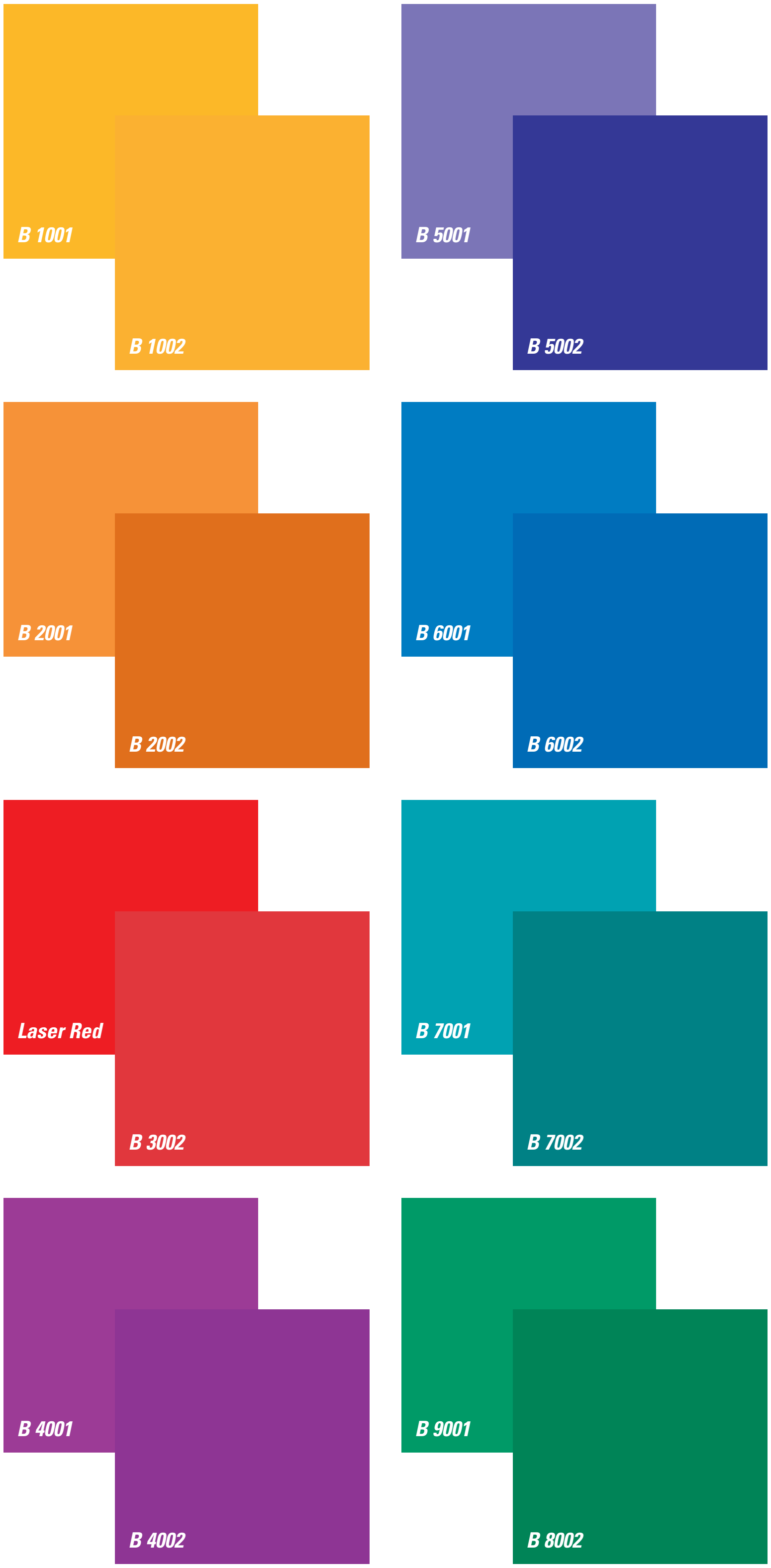
In addition to the corporate colors, the GE Identity Program includes a group of match ink colors for print applications. These colors are grouped into three GE color palettes:

- **GE Grey & Metallic Color Palette,** shown on page 03
- **GE Dark Color Palette,** shown on this page
- **GE Bright Color Palette,** shown on page 05

When a promotional application requires other than the corporate colors, a color from the GE color palettes may be used. Other colors may be used as well.

When using color, follow the guidelines beginning on page 10.

Note: Because of the color reproduction limitations of video monitors and laser printers, the simulated display of the GE Dark Color Palette at the left does not establish visual standards for color reproduction. Those standards are the offset-printed document **560**, *Color Samples,* available from the GE Identity Website or Hotline.



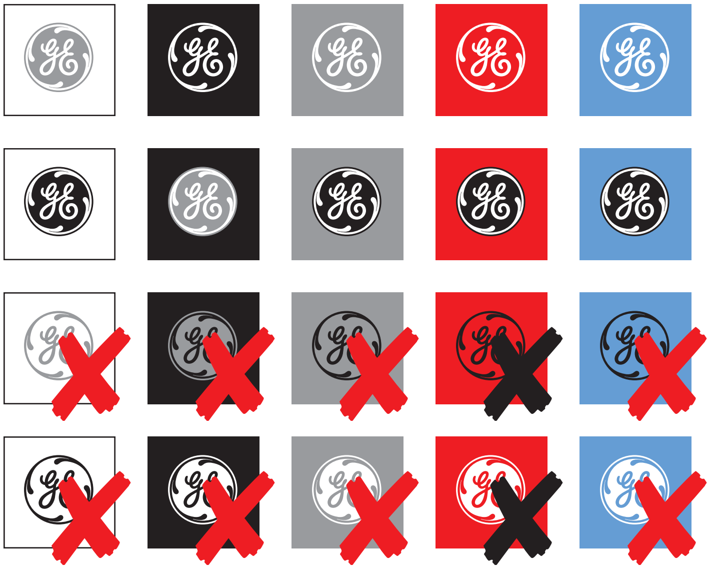
In addition to the corporate colors, the GE Identity Program includes a group of match ink colors for print applications. These colors are grouped into three GE color palettes:

- **GE Grey & Metallic Color Palette,** shown on page 03
- **GE Dark Color Palette,** shown on page 04
- **GE Bright Color Palette,** shown on this page

When a promotional application requires other than the corporate colors, a color from the GE color palettes may be used. Other colors may be used as well.

When using color, follow the guidelines beginning on page 10.

Note: Because of the color reproduction limitations of video monitors and laser printers, the simulated display of the GE Bright Color Palette at the left does not establish visual standards for color reproduction. Those standards are the offset-printed document **560**, *Color Samples,* available from the GE Identity Website or Hotline.



Rule One:
Reproduce the Monogram so the letters/curlicues are lighter than the field.
The letters/curlicues **are never** ***darker than the field.***

To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font, a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website or Hotline. (For more information, see document **382**, *GE Logo Font.*)

Using Corporate Colors

The corporate colors help to establish a consistent appearance among communications that pertain to the Company, its facilities, and its property. These colors are used in permanent media such as stationery, facility signs, and vehicles. Any time they are used, the corporate colors strengthen the GE identity.

- **Use the corporate colors in graphic signatures against white, off-white, or very light grey backgrounds.** (See page 11.)
- **As an alternative, use the corporate colors in the background and reverse the graphic signature in white or overprint it in black.** (See pages 12 to 14.)

When using Platinum Grey:

- *In graphic signatures,* use Platinum Grey in any signature element. In the Monogram, use Platinum Grey only in the field (including the outline circle) and use only white in the letters/curlicues.
- *In other layout elements,* use Platinum Grey as desired.

When using Laser Red:

- *In graphic signatures,* use Laser Red in the Laser Line only. Do not use Laser Red in other signature elements.
- *In other layout elements,* to preserve its uniqueness in the Laser Line, do not use Laser Red in other fine lines. Instead, use Laser Red in other well-differentiated elements such as heavy lines, bars, bands, and backgrounds, if desired.

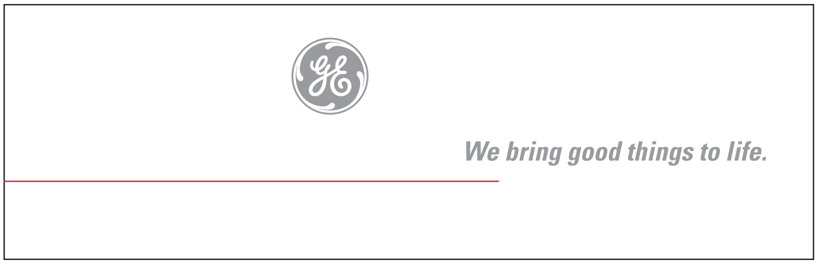
Using Other Colors

Other colors may be used in promotional applications such as brochures, product literature, tradeshow exhibits, packaging, point-of-sale displays, and novelties. Such colors help to differentiate GE brand promotional materials from each other and from those of competitors.

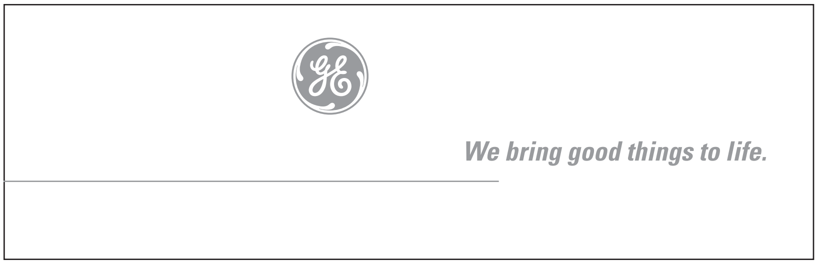
- **Use other colors in the *background.***
  Use the selected color in a bar, band, or full-bleed background and
  - *against dark backgrounds,* use the reverse Monogram and reverse the graphic signature in white
  - *against bright backgrounds,* either
    · use the reverse Monogram and reverse the signature in white (as for dark backgrounds)
    · use the positive Monogram and overprint the signature in black (with either the background color or white in the letters/curlicues)
    whichever maintains the stronger contrast
    (See pages 20 and 21.)
- **When selecting other colors,** use any appropriate color, including those from the GE color palettes.

Other Guidelines

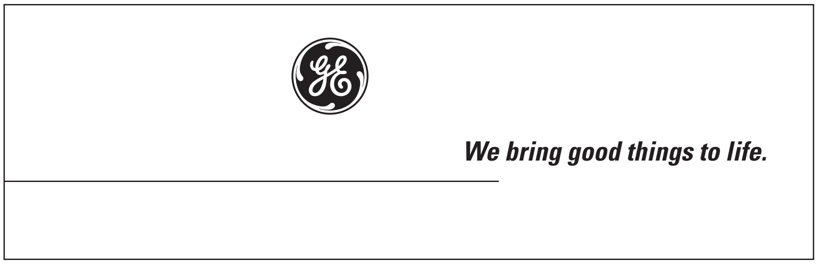
- **When reversing any element of a graphic signature from a background color, the color of the paper stock** appearing in the signature elements should be white, off-white, or very light grey. (Note: In applications such as shipping cases and cartons, where the paper stock is kraft colored, signature elements may be reversed from a colored bar, band, or background, provided the selected color is strong enough to contrast with the kraft color and maintain high legibility.)
- **When using colored paper stock,** use the positive Monogram and overprint the entire graphic signature in black. If the paper stock is a very light color or a very light grey, the entire signature may be overprinted in Platinum Grey, if desired.
- **When using color in the Dynamic Monogram,** follow the guidelines in document **134**, *Dynamic Monogram,* page 02.
- **In all applications, provide your supplier with a color sample and specify that the color be *visually matched.*** Document **560**, *Color Samples* — offset-printed samples of the corporate colors and all colors in the GE color palettes — is available from the GE Identity Website or Hotline.


We bring good things to life.

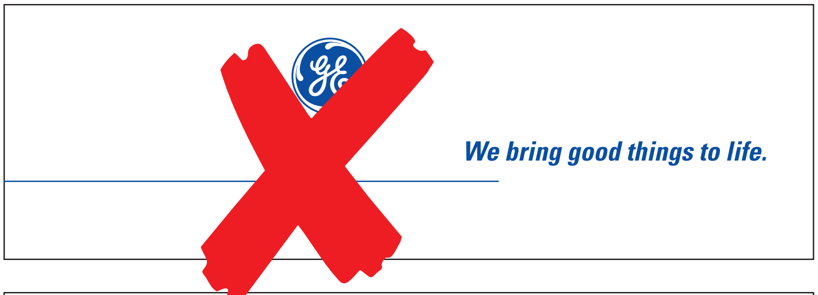
Against white, off-white, and very light grey backgrounds, use
- **Platinum Grey in the signature Monogram and typography**
- **Laser Red in the Laser Line**


We bring good things to life.

If only Platinum Grey is available, use it in all signature elements, including the Laser Line.

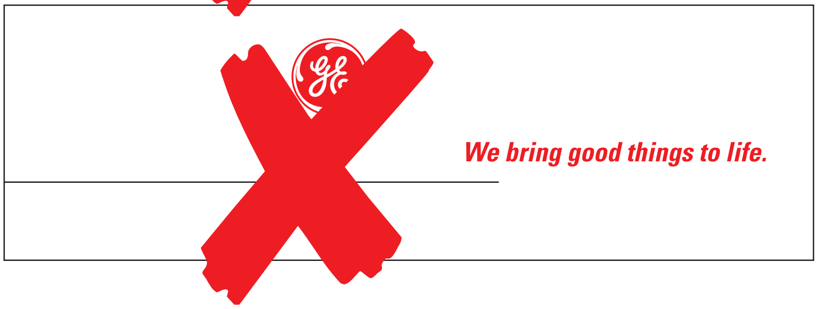

We bring good things to life.

If neither corporate color is available, use black in all signature elements.


We bring good things to life.

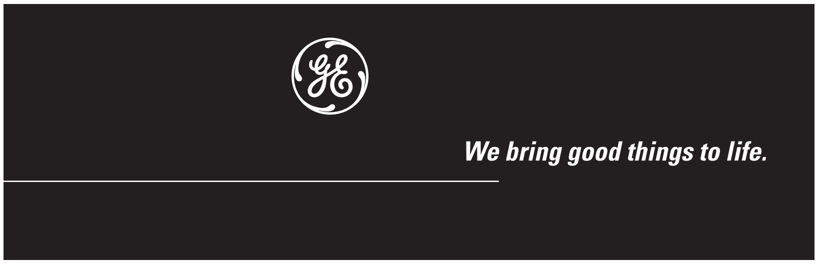
Do not use any other color in graphic signatures.

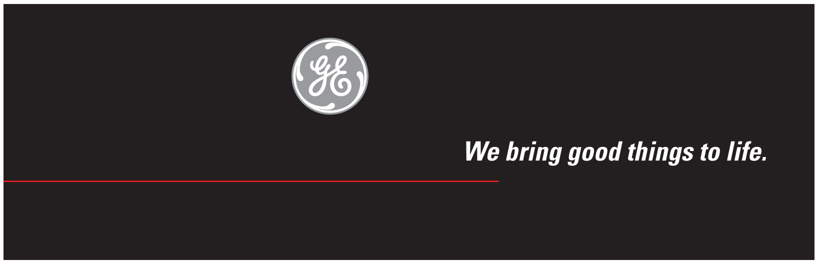
Against a white background, signature elements must be the colors described above. Use other colors in the background—in a bar, a band, or a full-bleed background—and reverse the signature in white or overprint in black.
(See pages 20 and 21.)

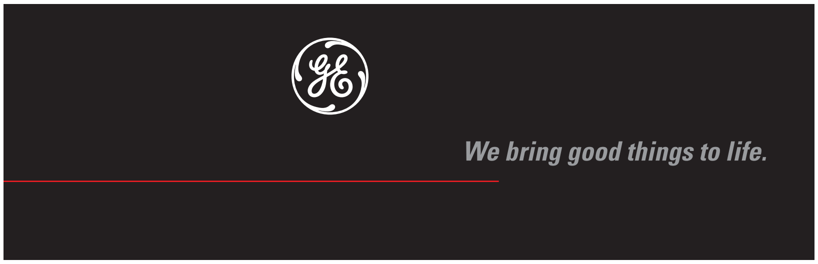

We bring good things to life.

Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.


We bring good things to life.

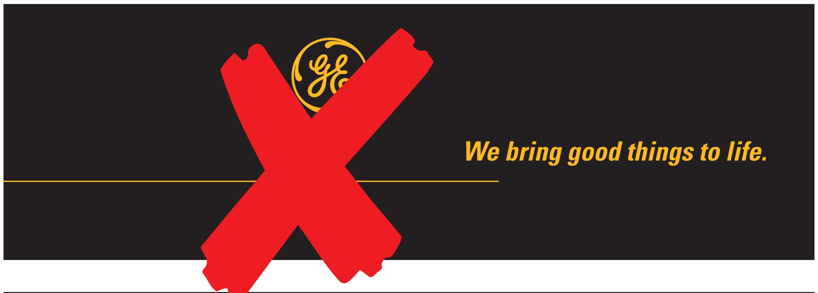

We bring good things to life.


We bring good things to life.

Against black backgrounds, either

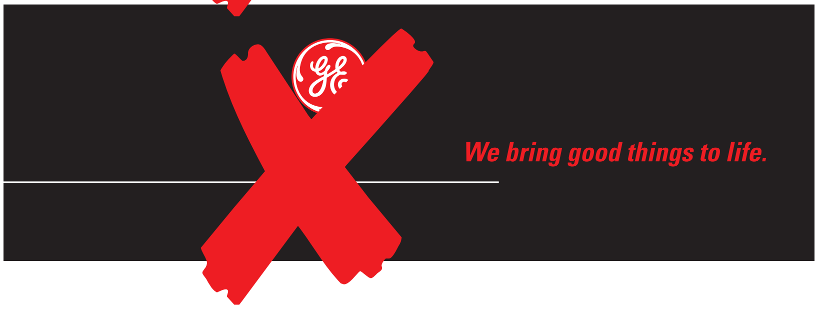
- **reverse the signature in white**
- **use Platinum Grey in the field of the signature Monogram (with white in the letters/curlicues) and/or typography, as desired**

Laser Red may be used in the Laser Line.


We bring good things to life.

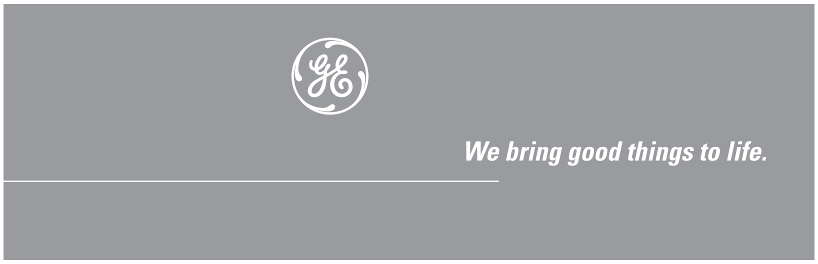
Do not use any other color in graphic signatures.

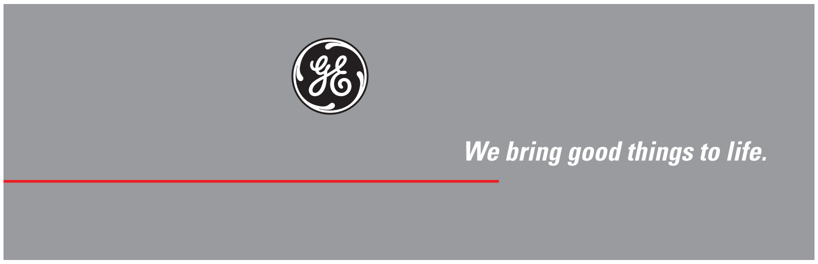
Against a black background, the Monogram and signature typography may be only white or Platinum Grey, and the Laser Line may be only white, Platinum Grey, or Laser Red.

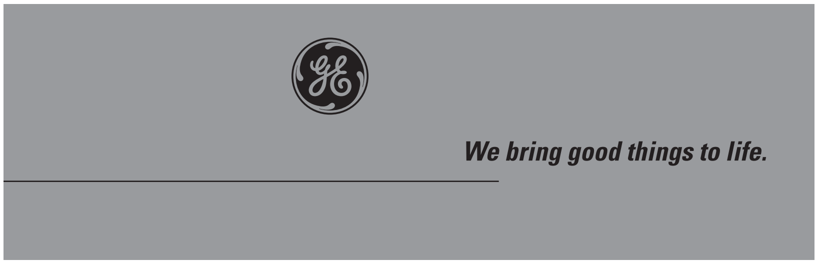

We bring good things to life.

Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.


We bring good things to life.

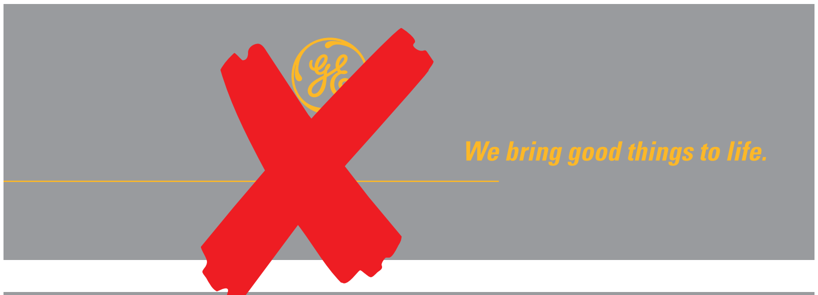

We bring good things to life.


We bring good things to life.

Against Platinum Grey backgrounds, either

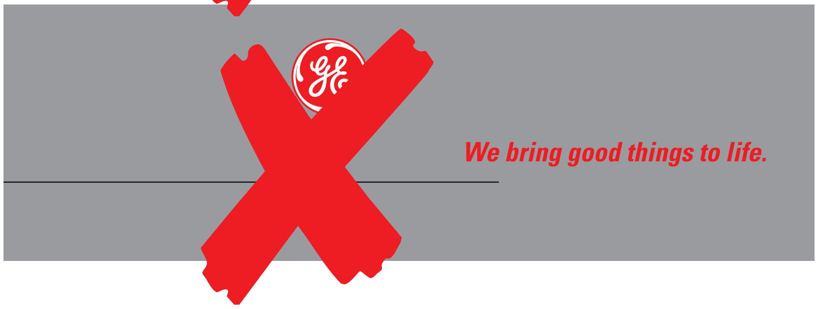
- ***reverse* the signature in white**
- ***overprint* the signature in black**

Laser Red may be used in the Laser Line.


We bring good things to life.

Do not use any other color in graphic signatures.

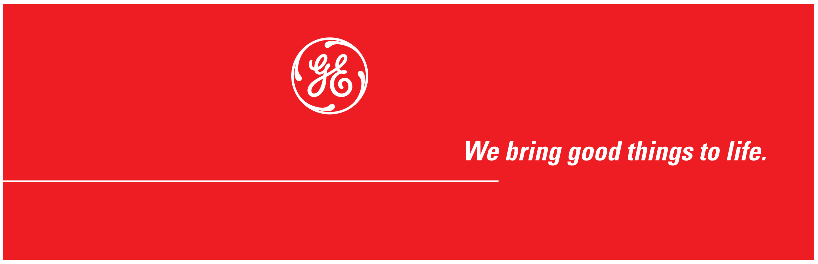
Against a Platinum Grey background, the Monogram and signature typography may be only white or black, and the Laser Line may be only white, black, or Laser Red.

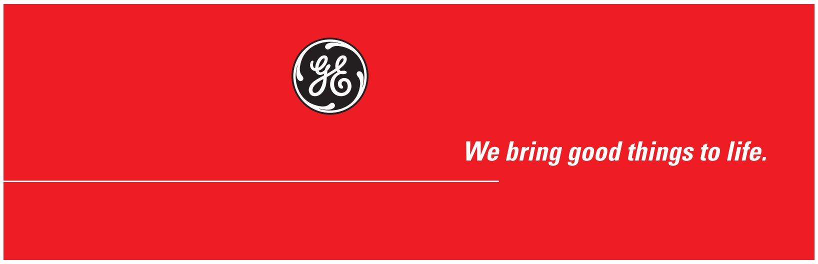

We bring good things to life.

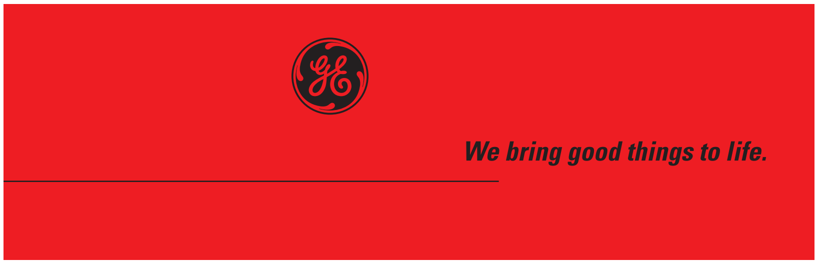
Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.

Using Corporate Colors against Laser Red Backgrounds

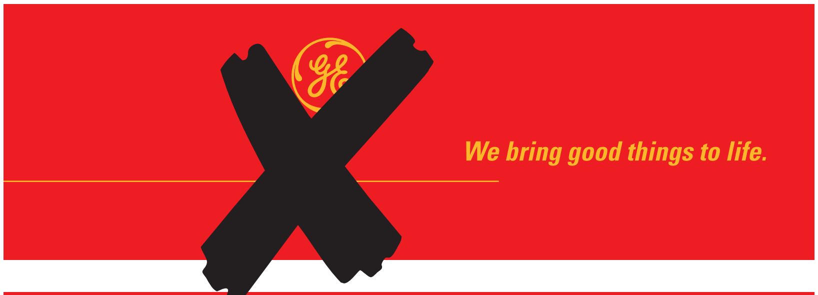

We bring good things to life.


We bring good things to life.


We bring good things to life.

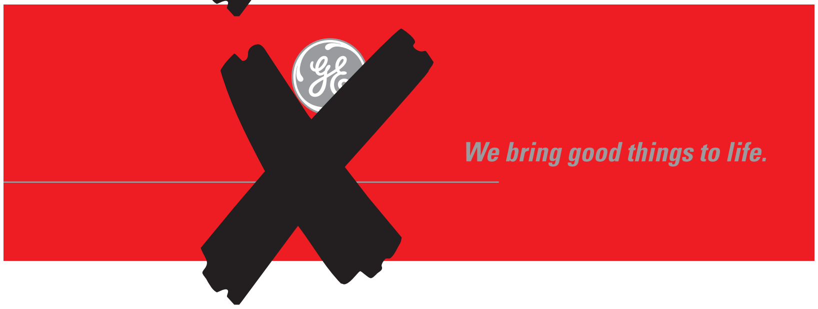
Against Laser Red backgrounds, either

- ***reverse* the signature in white**
- ***overprint* the signature in black**

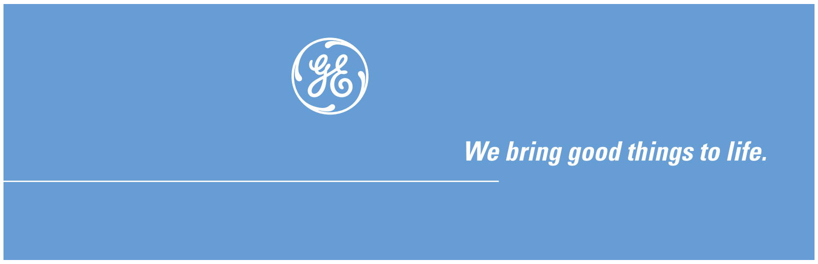

We bring good things to life.

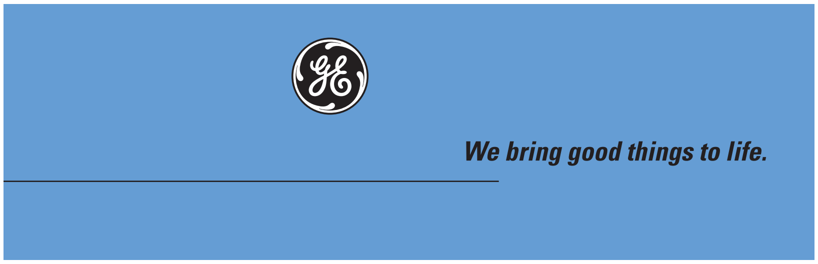
Do not use any other color in graphic signatures.

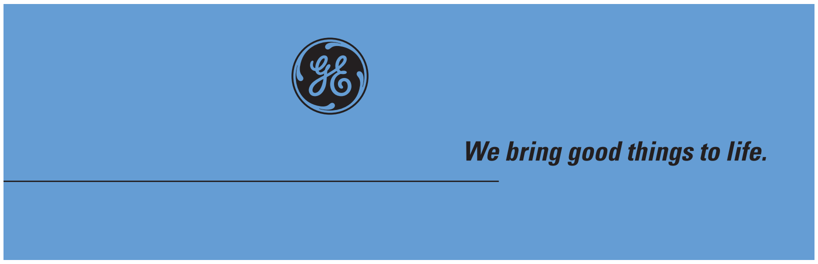
Against a Laser Red background, signature elements may be only white or black.

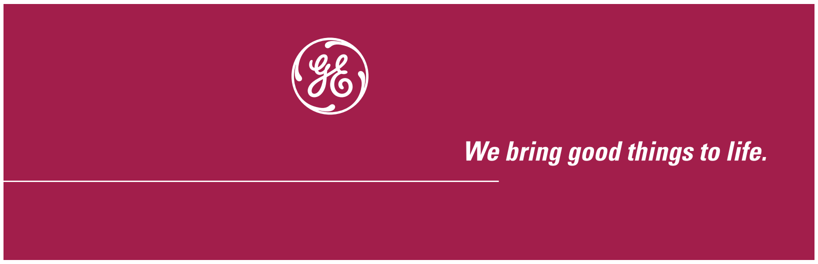

We bring good things to life.

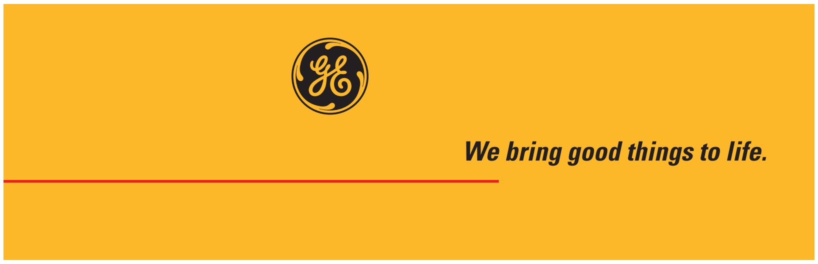
Do not use Platinum Grey against a Laser Red background because it appears weak in comparison to the bright background and is difficult to read.


We bring good things to life.


We bring good things to life.


We bring good things to life.


We bring good things to life.


We bring good things to life.

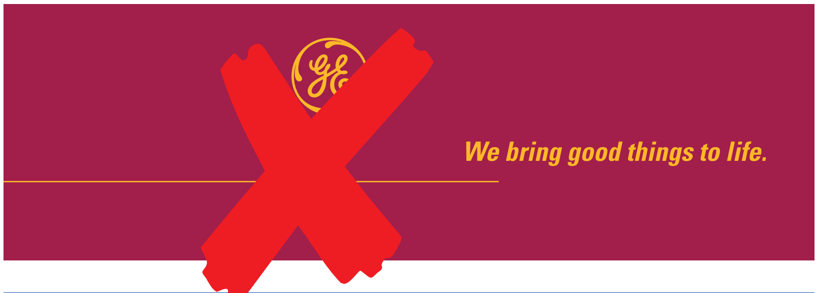
Select other colors from the GE Color Palettes or an alternative color specification system. Any appropriate color may be used in promotional applications as described below.

Use other colors in bars, bands, or full-bleed backgrounds, and either
- *reverse* the signature in white
- *overprint* the signature in black

whichever maintains strong contrast and high legibility.

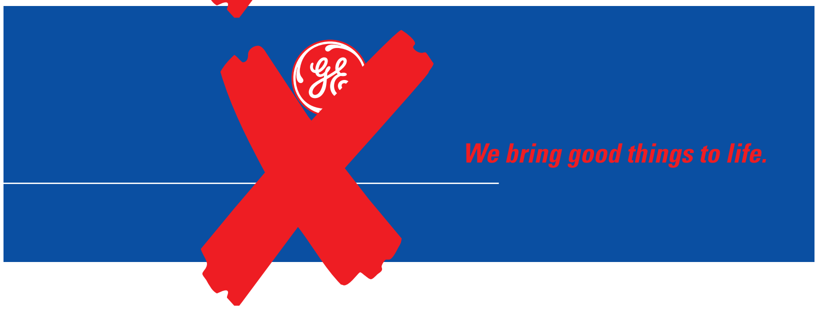
Laser Red may be used in the Laser Line where the background color provides sufficient contrast.

continued


We bring good things to life.

Do not use other colors in graphic signatures.

Against a colored background, the Monogram and signature typography may be only white or black, and the Laser Line may be only white, black, or Laser Red.


We bring good things to life.

Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.

Typography

Program typography includes two typeface series:

- **Univers**
- ITC **New Baskerville**

These typeface series are used exclusively throughout the GE Identity Program. Each series is generally available throughout the world, and each possesses visual characteristics that represent the Company and further the goals of the identity program.

By using these typefaces exclusively in all program applications, a distinctive and unique visual quality can be established across all Company communications. This precise visual character helps to

- *unify and strengthen* GE communications
- *differentiate* the Company from its competitors

Carefully follow the guidelines contained here and in document 200, *Application Standards*, to ensure the maximum benefit from the use of program typography in all media.

For information on signature typography, see document **131**, *Graphic Signatures*, pages 31 to 35.

Typography
Contents

The Univers Series **133**.02

The ITC New Baskerville Series **133**.04

The Univers series of typefaces has been selected for use throughout the GE Identity Program because it possesses visual characteristics that represent the Company and further the goals of the identity program:

- *The optically refined and well-balanced drawing* of the Univers letterforms communicates a sense of quality and sophistication.
- *The sans serif style* communicates a sense of modernity, high technology, and efficiency.

Univers 68

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

Univers 48

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

Univers 68 and 48, the bold and light condensed italic styles, possess additional visual characteristics valuable to the identity program:

- *The condensed style* communicates a sense of leanness.
- *The italic style* communicates a sense of forward motion, suggesting agility, dynamism, and future-oriented activity.

Univers 68 and 48 are used extensively throughout the GE Identity Program.

- *In all media,* Univers 68 and 48 are the primary typefaces used in graphic signatures.
  For guidelines on the use and specification of signature typography, see document **131**, *Graphic Signatures*, pages 31 to 35.
- *In permanent media* such as stationery, signs, vehicles, product identification, and shipping cases and cartons, Univers 68 and 48 are used whenever possible.
- *In promotional media* such as advertising, brochures, product literature, and promotional materials such as direct mail and point-of-sale displays, Univers 68 and 48 are preferred for typographic accents such as captions, subheads, and folios.

Sources of Univers 68 and 48
Univers 68 and 48 are generally available throughout the world on a variety of typesetting systems.

Note: In computer typesetting, Univers 68 and 48 may may be known by other names, such as

- *Univers 68:* Univers (67) Condensed Bold Oblique
- *Univers 48:* Univers (47) Condensed Light Oblique

continued

Other styles in the Univers series may be selected as needed in program applications; for example:

- **Univers 67 and 47,** the bold and light condensed roman styles, are used for large areas of text such as the instructions on shipping cases and cartons, the copy in product identification labels, and the copy in accented feature columns in periodicals. Univers 67 and 47 are also used for the callouts in business forms.
- **Univers 65 and 45,** the bold and light roman styles, may be used in applications where the condensed or italic styles fail to meet local ordinances for specific applications, such as vehicle gross weight markings.
- **Any of the Univers series** may be used in promotional media for typographic accents such as captions, subheads, and folios.

Traditional Name	**Computer Font Name**
Univers 39	*Univers Condensed Thin Ultra*
Univers 45	*Univers Light*
Univers 46	*Univers Light Oblique*
Univers 47	*Univers Condensed Light*
Univers 48	*Univers Condensed Light Oblique*
Univers 49	*Univers Condensed Light Ultra*
Univers 55	*Univers Regular*
Univers 56	*Univers Oblique*
Univers 57	*Univers Condensed Regular*
Univers 58	*Univers Condensed Oblique*
Univers 59	*Univers Condensed Ultra*
Univers 65	*Univers Bold*
Univers 66	*Univers Bold Oblique*
Univers 67	*Univers Condensed Bold*
Univers 68	*Univers Condensed Bold Oblique*
Univers 75	*Univers Black*
Univers 76	*Univers Black Oblique*
Univers 85	*Univers Extra Black*
Univers 86	*Univers Extra Black Oblique*

Univers Specifications
In program applications, specify Univers typography using

- *capital and lowercase letters*
- *flush left, ragged right* for two or more lines of typography
- a *minimum of 1 point of line spacing* in text settings
- *normal* letterspacing and word spacing

Note: Correct spacing is neither too tight nor too open. This visual standard applies to Univers typography used in all media. To maintain this visual standard while optimizing legibility, additional spacing may be required when

- *the method of reproduction is coarse,* as in flexography
- *the viewing distance is great or varied,* as is the case with signs
- *the viewing conditions are unusual,* as is the case with moving vehicles

Sources of the Univers Series
The Univers series is generally available throughout the world on a variety of typesetting systems.

Alternatives to Univers 68 and 48
In certain applications, such as computer-generated transparencies, where Univers is not available from the imagemaker, Helvetica Bold Condensed Italic and Helvetica Light Condensed Italic may be substituted for Univers 68 and 48.

Note: Do not substitute Helvetica for Univers in advertising, brochures, product literature, tradeshow exhibits, promotional materials such as direct mail and point-of-sale displays, packaging, products, stationery, signs, vehicles, or shipping cases and cartons.

The ITC New Baskerville series of typefaces has been selected as a complement to Univers because it possesses visual characteristics that represent the Company and further the goals of the GE Identity Program:

- *The optically refined and well-balanced drawing* of the Baskerville letterforms communicates a sense of quality and refinement, of excellence and sophistication.
- *The serif style* communicates a sense of classicism, implying a respect for the heritage and traditional values that built the Company.

These visual attributes complement the Univers series by providing a context of rich typographic contrast.

Therefore, the ITC New Baskerville series is used extensively in highly visible promotional media applications. For example, in advertising, brochures, and promotional materials, ITC New Baskerville is used in

- **all headlines**
- **all text**

ITC New Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

ITC New Baskerville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

ITC New Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

ITC New Baskerville Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

As an option, ITC New Baskerville Italic may be used in product signatures.

In the complete series, four weights, each in both roman and italic styles, are available (but only two weights, the regular and bold, are shown at the left below). Selection is made according to the requirements of the specific application. For example,

- *for high legibility in large areas of text,* use the roman styles
- *for emphasis,* use the bolder weights
- *for a sense of dignity and stability,* use the roman styles
- *for a sense of motion or activity,* use the italic styles

ITC New Baskerville Specifications

In program applications, specify Baskerville typography using

for text settings:

- capital and lowercase letters
- flush left, ragged right
- a minimum of 1 point of line spacing
- normal letterspacing and word spacing

for headlines:

- capital and lowercase letters
- flush left, ragged right or centered
- tight letterspacing and word spacing

Sources of the ITC New Baskerville Series

The ITC New Baskerville series is generally available throughout the world on a variety of typesetting systems.

Alternatives to ITC New Baskerville

In certain applications, such as computer-generated transparencies, where ITC New Baskerville is not available from the imagemaker, a similar serif typeface series such as Times may be substituted for ITC New Baskerville.

Note: Do not substitute Times for ITC New Baskerville in advertising, brochures, product literature, and promotional materials such as direct mail and point-of-sale displays.

Dynamic Monogram

A unique feature of the GE Identity Program is that the Monogram serves two distinct functions:

- **As an integral component of graphic signatures, the *full Monogram* functions as the Company's primary trademark.** It communicates specific attributes about the Company—in particular, quality and reliability—for which the Monogram is well known around the world. Generally, when the Monogram functions as the primary corporate trademark, it is used as an element in graphic signatures and is referred to as the *signature Monogram.* (For more information on the signature Monogram, see document **131**, *Graphic Signatures*, page 30.)
- **As an optional graphic support device, *a portion of the Monogram* may be used in program applications, if desired.** When the Monogram functions as graphic support, one of the authorized drawings shown on the following pages must be used. Because each drawing features only a portion of the Monogram and is reproduced large and bleeding off a format, it is referred to as the *Dynamic Monogram,* suggesting that GE is too dynamic to be contained.

Note: For GE employees and their suppliers, all versions of the Dynamic Monogram are provided in the computer font GE Logo Font, available from the GE Identity Website or Hotline.

When a portion of the Monogram is used as graphic support, it is referred to as the *Dynamic Monogram.*

Guidelines **134**.02

Dynamic Monogram
Three-Quarter Version
- *Right-Bleeding* **134**.03
- *Left-Bleeding* **134**.04

One-Quarter Version **134**.05
Horizontal Version
- *Right-Bleeding* **134**.06
- *Left-Bleeding* **134**.07

Linear Dynamic Monogram
Circle Versions **134**.08
Bar Versions **134**.09

Reproduction Alternatives **134**.10

Use of the Dynamic Monogram is restricted to

- *all GE components*
- *only affiliates licensed to use the Monogram*

Unless expressly licensed to do so, dealers, resellers, and other outsiders may not use the Dynamic Monogram in any materials.

Use the Dynamic Monogram in any application in any media. Its use is optional; it is not required in any program application, nor is it restricted to certain media.

Use *either* the Dynamic Monogram *or* other graphic support elements in an application. The Dynamic Monogram functions like a photograph, illustration, or thematic graphic or other graphic support in a specific layout. It provides visual interest to a graphic signature and other typographic messages. Therefore, when it is used in a layout, do not combine it with photographs, illustrations, thematic graphics, or other graphic support as its strength and clarity would be diminished.

Use the Dynamic Monogram large in a format. If reproduced small in relation to a format, the Dynamic Monogram loses its sense of dynamism.

Bleed the Dynamic Monogram. Three versions of the Dynamic Monogram bleed off the bottom and left or right edges of a format; two versions bleed left or right, top, and bottom. GE Logo Font, available from the GE Identity Website or Hotline, provides extra area for this bleed. Do not add borders around the Dynamic Monogram and do not reproduce it so it stops short of the edges of the format.

Reproduce the Dynamic Monogram in a subtle color of low contrast to the background color. Generally, the graphic signature should be visually stronger than the Dynamic Monogram.

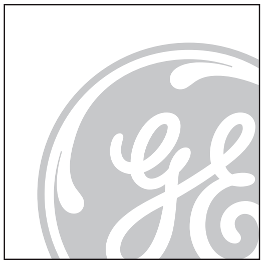
Typography may overprint the Dynamic Monogram. When reproduced in a subtle color of low contrast to the background color, the Dynamic Monogram can be overprinted with typography without losing legibility.

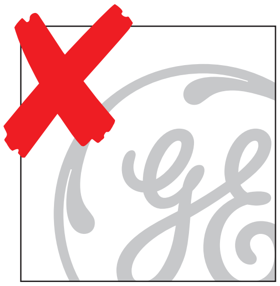
Note: Some marketing communications may require a stronger presentation of the Dynamic Monogram. When it is reproduced in strong contrast to the background, typography may not overprint it.

Do not use the Dynamic Monogram as a substitute for a graphic signature or the signature Monogram. Because it is used as a *supporting* graphic element in a layout, the Dynamic Monogram is always used *with* other program elements such as a graphic signature, program typography, and color—and *never in place of them.* Do not use the Dynamic Monogram to replace a graphic signature or to replace the signature Monogram in any program application.

Do not create other versions of the Dynamic Monogram. Do not bleed the Dynamic Monogram off formats at points other than those indicated in GE Logo Font.

Note: Reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the top example at the right. The letters/curlicues are *never* darker than the field.





To ensure correct reproduction, use the correct positive or reverse Dynamic Monogram, available in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For more information, see document **382**, *GE Logo Font.*)

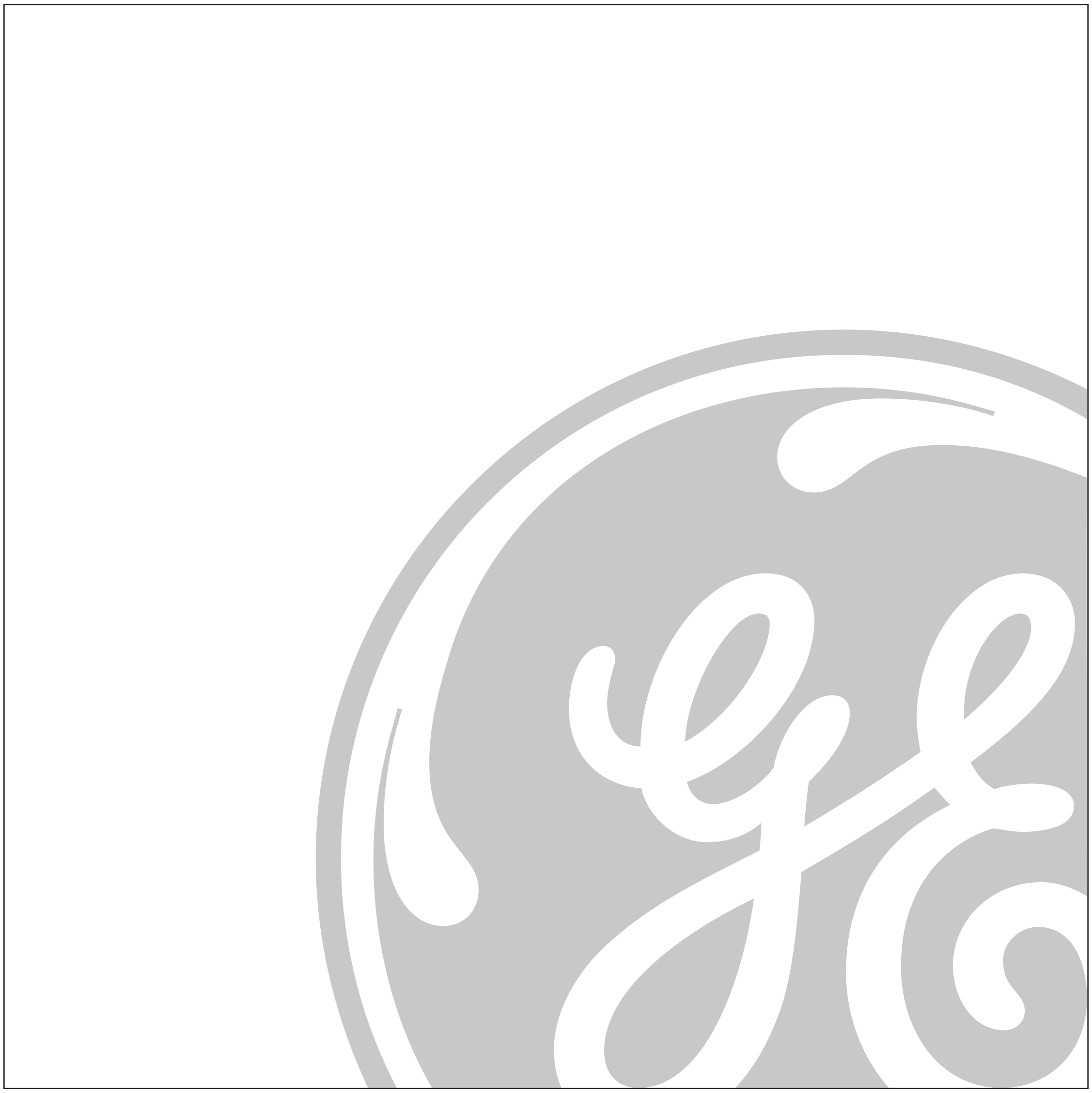
Do not use the Monograms shown in this document in reproduction art.

Three-Quarter Right-Bleeding Dynamic Monogram

When using this version, follow the guidelines on page 02.

The three-quarter right-bleeding version of the Dynamic Monogram features most of the script lettering and nearly three-quarters of the Monogram field. When this version bleeds off a format correctly, only the bottoms of both letters and the right edge of the "E" are trimmed.

Because of its relative completeness, the three-quarter version of the Dynamic Monogram is generally preferred in program applications. It is especially useful in vertical formats.

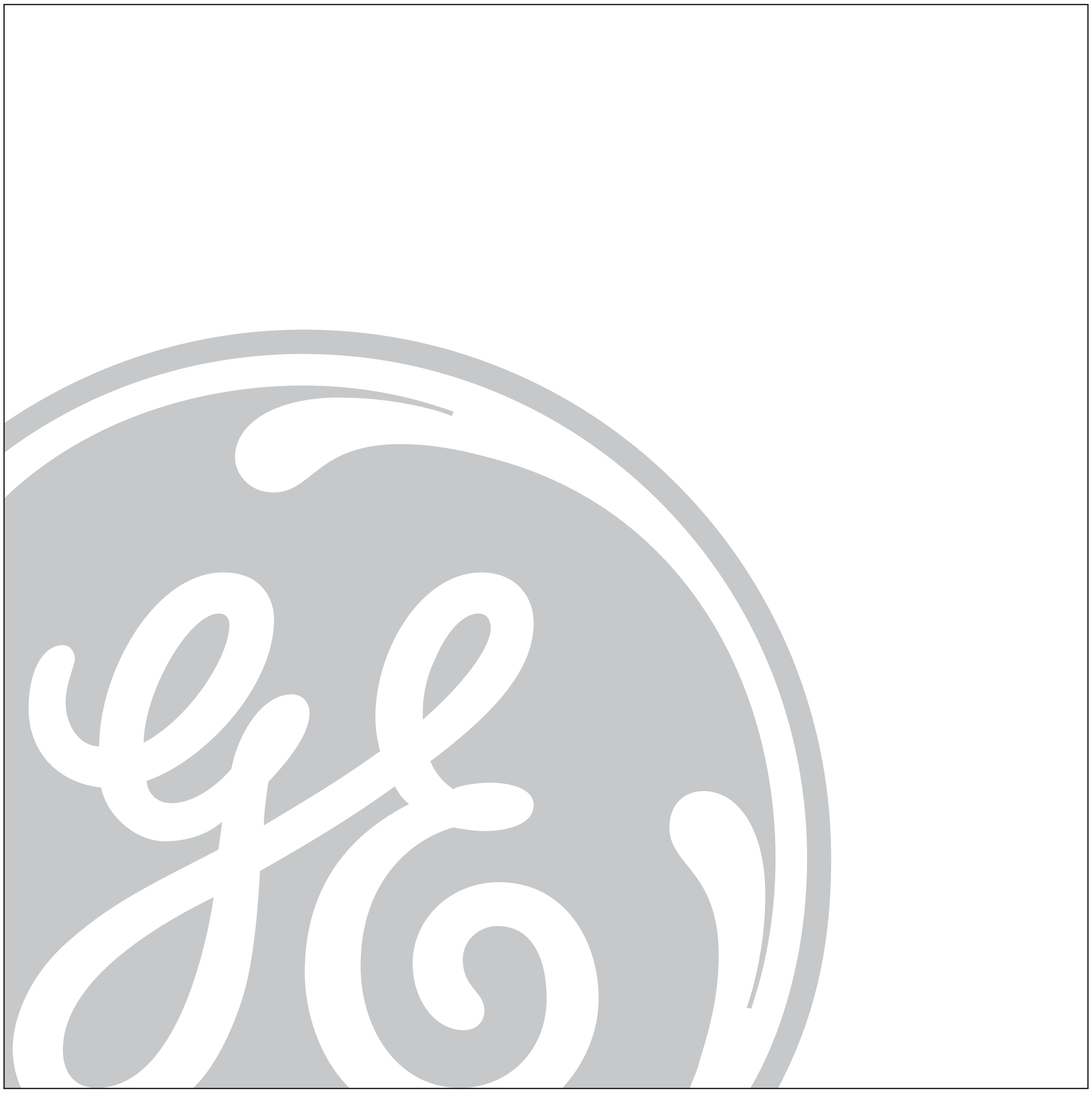


Three-Quarter Left-Bleeding Dynamic Monogram

When using this version, follow the guidelines on page 02.

The three-quarter left-bleeding version of the Dynamic Monogram features most of the script lettering and nearly three-quarters of the Monogram field, like its right-bleeding counterpart, shown on page 03. When this version bleeds off a format correctly, only the bottoms of both letters are trimmed.

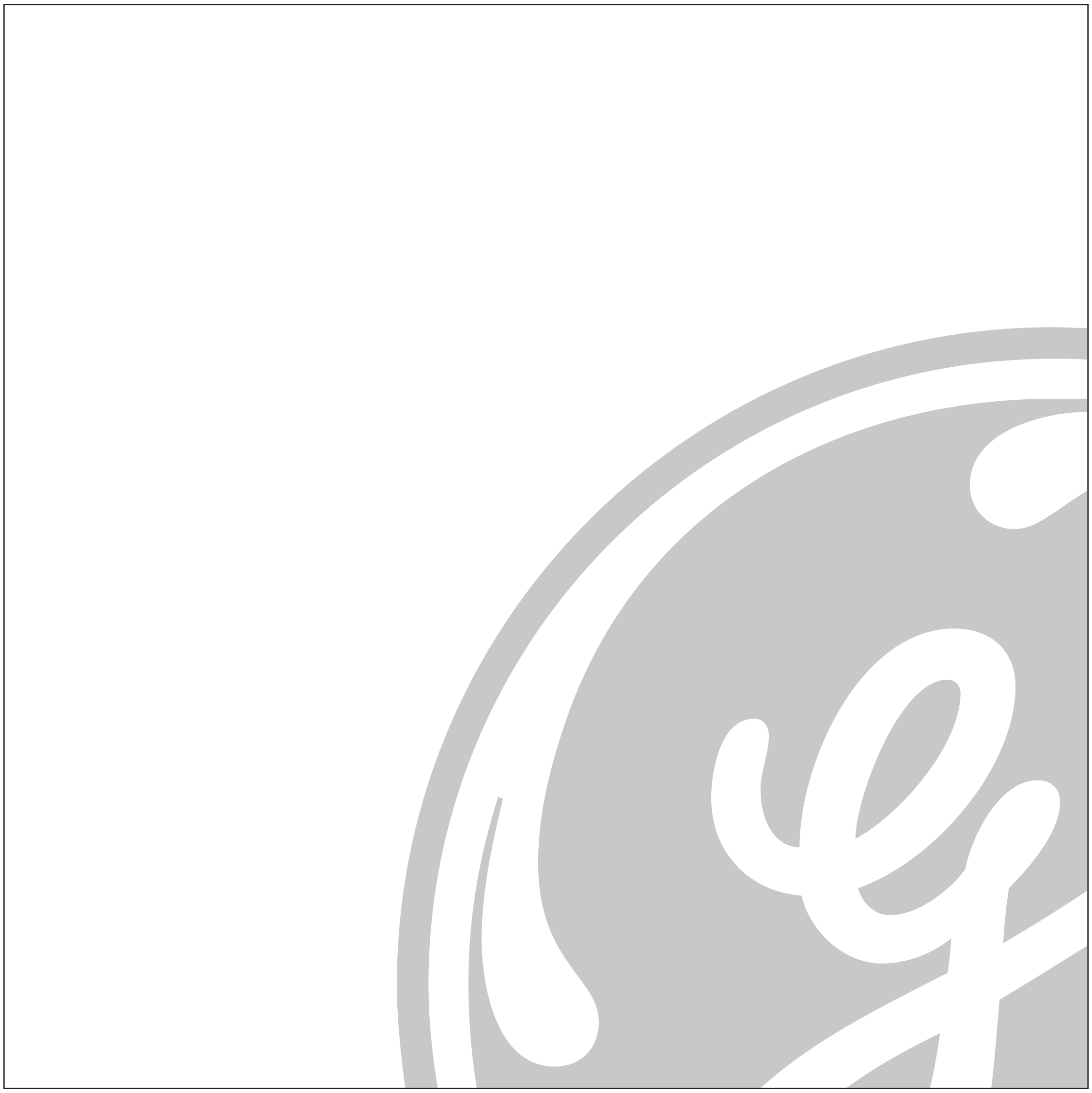
Because of its relative completeness, the three-quarter version of the Dynamic Monogram is generally preferred in program applications. It is especially useful in vertical formats.



When using this version, follow the guidelines on page 02.

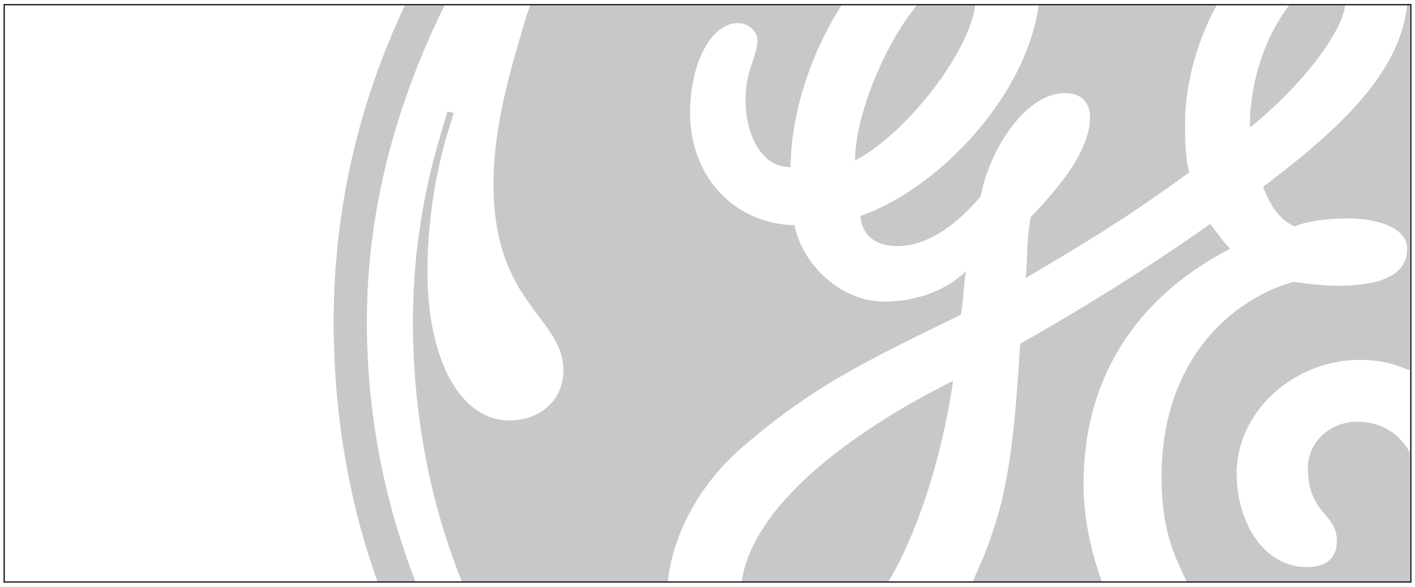
The one-quarter version of the Dynamic Monogram features only the upper portion of the letter “G” and nearly one-quarter of the Monogram field. When this version bleeds off a format correctly, no part of the script “E” can be seen, but the curlicue on the left is shown in full.

Because the one-quarter version reveals only a small portion of the Monogram, it appears to be very close to the viewer. Therefore, in program applications where the accompanying graphic signature is large, the one-quarter version establishes a stronger contrast of scale than does the three-quarter version. Also, it may be used to introduce variety in a series of applications.



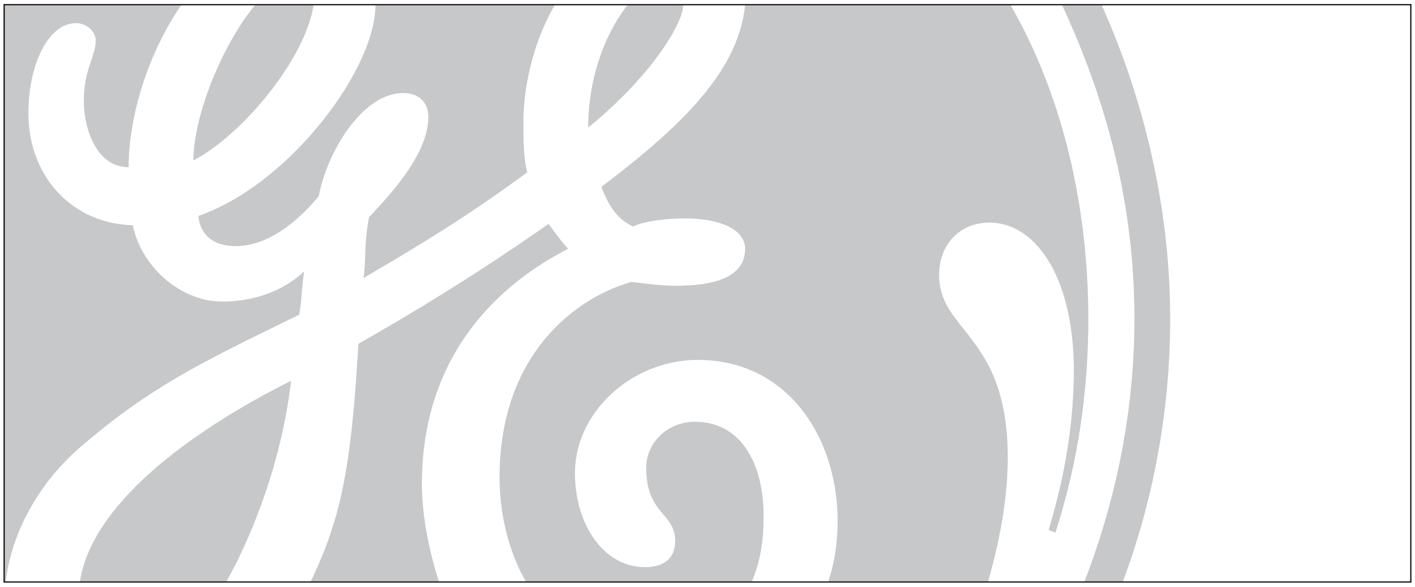
When using this version, follow the guidelines on page 02.

Created expressly for use in mastheads at the GE World Wide Web site, the horizontal right-bleeding version of the Dynamic Monogram may be used in any other program application that has a horizontal format. When this version bleeds correctly off a format, both the tops and bottoms of the letters are trimmed, and no part of the "E" appears in the lower-right corner.



When using this version, follow the guidelines on page 02.

Created expressly for use on tractor trailer vehicles, the horizontal left-bleeding version of the Dynamic Monogram may be used in any other program application that has a horizontal format. When this version bleeds correctly off a format, both the top and bottom edges of the letters are trimmed, and the left edge of the "G" appears in full.



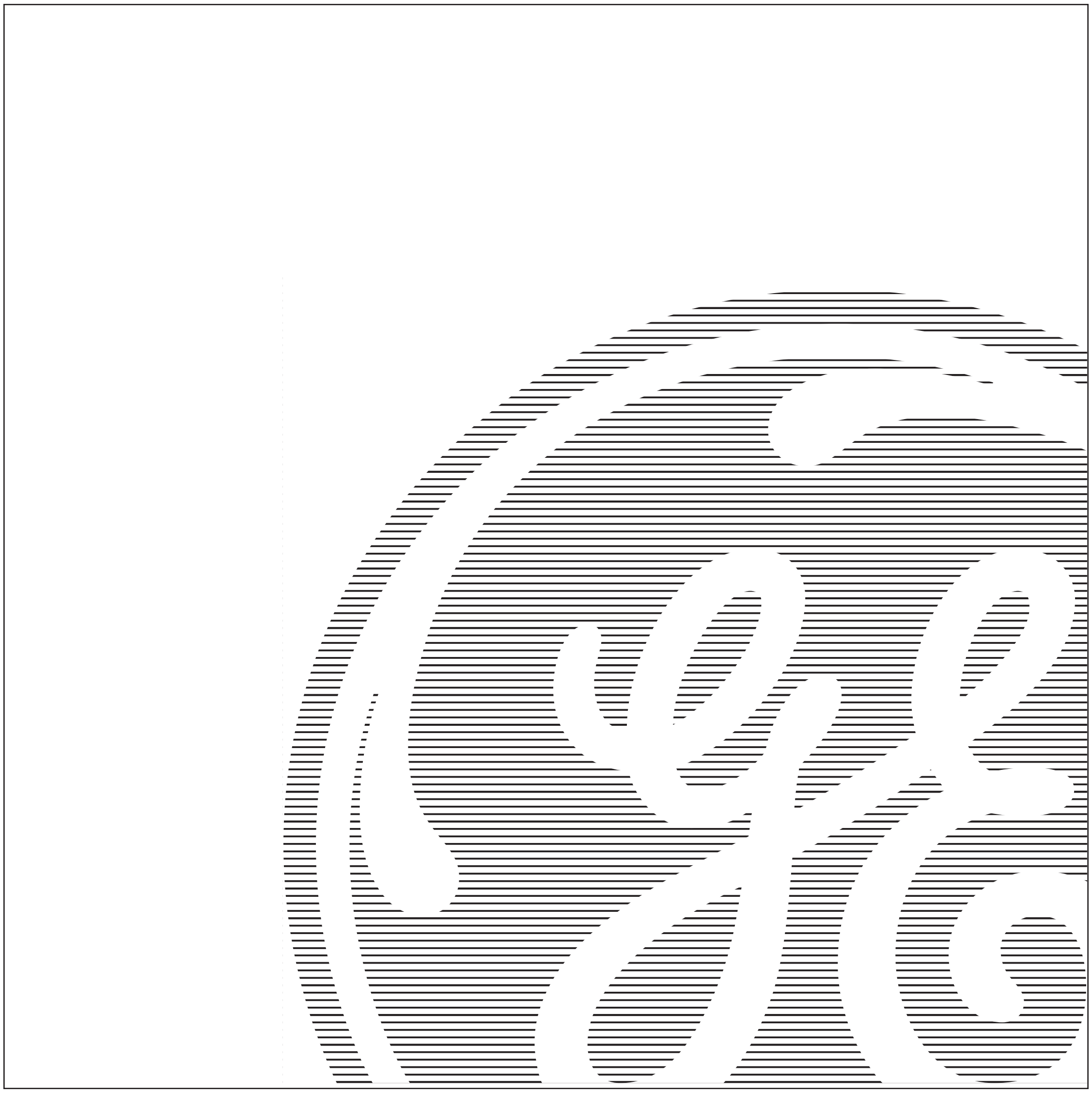
When using any of the circle versions of the Linear Dynamic Monogram, follow the guidelines on page 02.

The circle versions of the Linear Dynamic Monogram are identical to the three-quarter, one-quarter, and horizontal versions of the standard Dynamic Monogram, shown on pages 03 to 07, except the fields of the Monograms are created by fine horizontal lines.

These fine lines reduce the visual strength of the color used in them, allowing a dark color to appear lighter. For example, the black used in the example below appears grey.

When displayed on computer monitors, the example on this page appears incorrect. *Except when greatly enlarged, the lines appear unequal in thickness and grouped in bands.*

When printed on most laser printers, the examples are correct.



When using any of the bar versions of the Linear Dynamic Monogram, follow the guidelines on page 02.

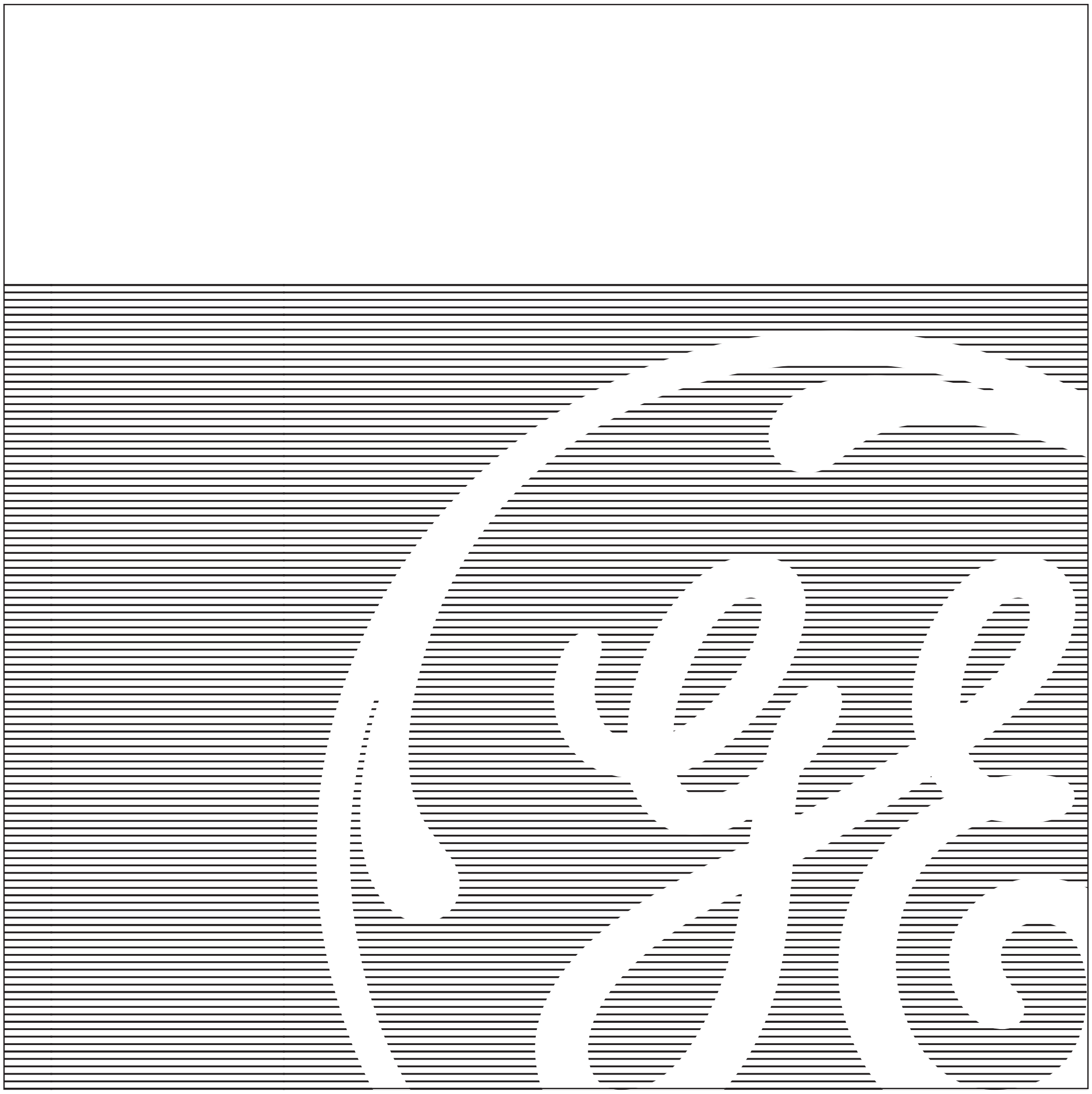
The bar versions of the Linear Dynamic Monogram are similar to the circle versions (an example is shown on page 08) except the fine horizontal lines in the fields extend to the left or right of the Monogram, creating the appearance that the Monogram is reversed from a bar.

As in the circle versions, these fine lines reduce the visual strength of the color used in them, allowing a dark color to appear lighter.

The bar versions are useful when a highly structured appearance or horizontal emphasis is desired. The bar may stop at the margin or another point on the layout grid or bleed off the format, as shown in the example below.

When displayed on computer monitors, the example on this page appears incorrect. *Except when greatly enlarged, the lines appear unequal in thickness and grouped in bands.*

When printed on most laser printers, the examples are correct.



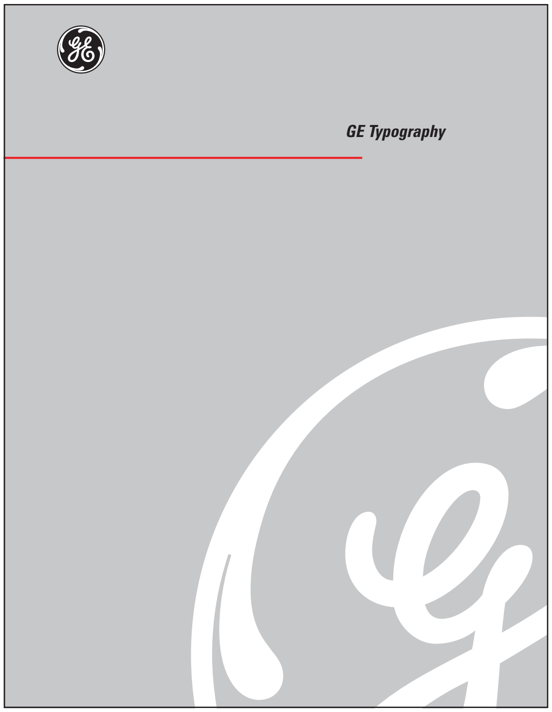
Generally, the Dynamic Monogram is reproduced in a subtle color of low contrast to the background, and the accompanying graphic signature is visually stronger than the Dynamic Monogram. When so reproduced, the Dynamic Monogram may be overprinted with typography.

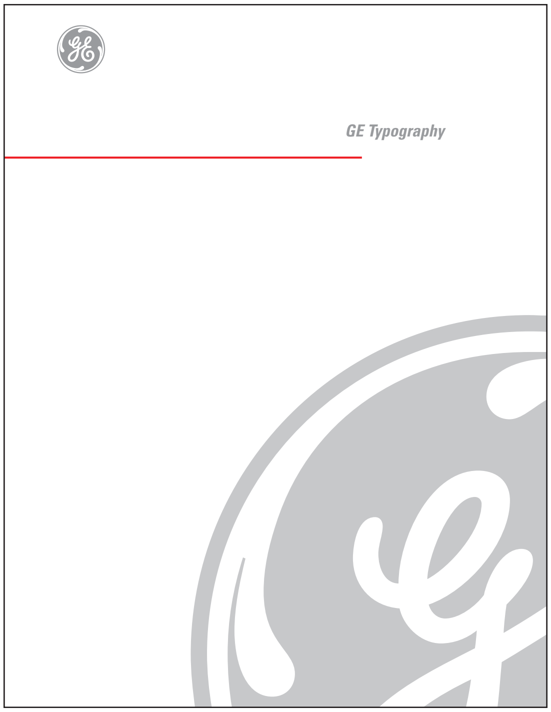
Some marketing communications may require a stronger presentation of the Dynamic Monogram. When it is reproduced in strong contrast to the background, typography may not overprint it.

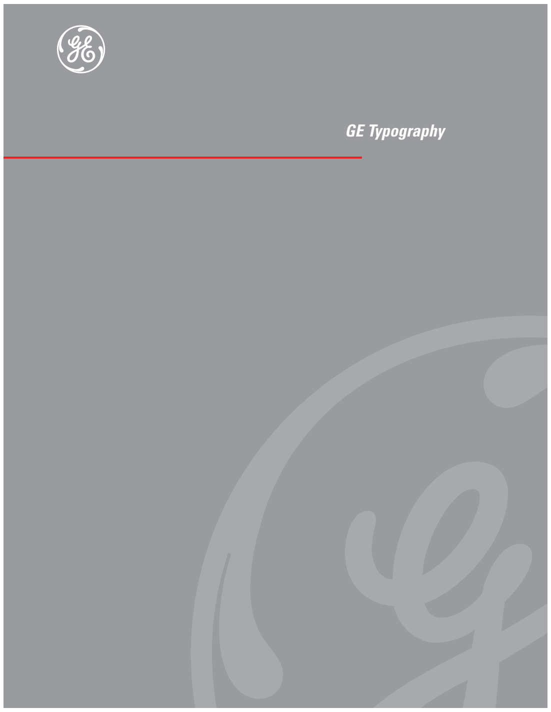
Note: Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. The letters/curlicues are *never* darker than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this font, see document **382**, *GE Logo Font.*)

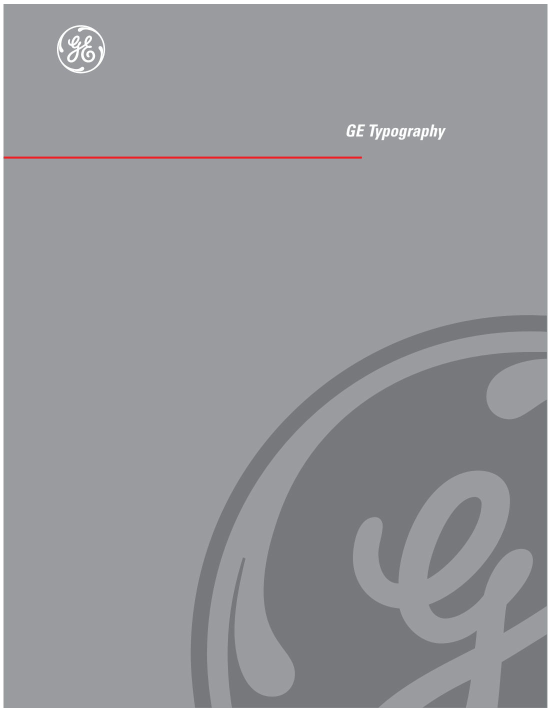
Examples of correct reproduction are shown on the following pages.

continued

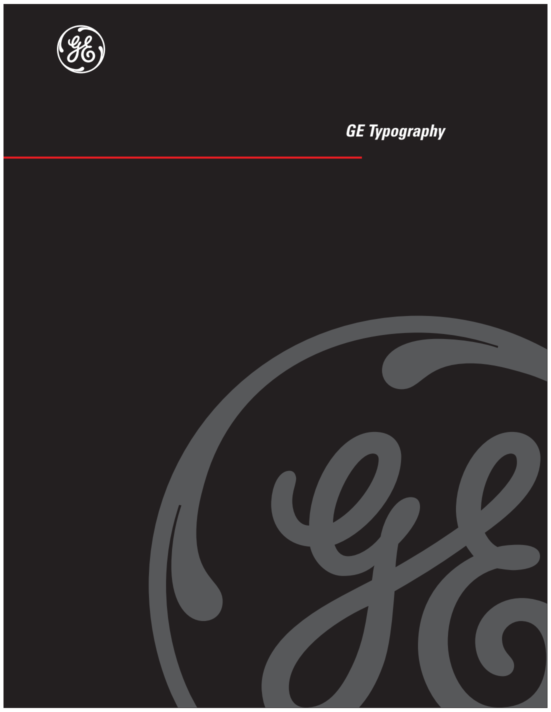

GE Typography

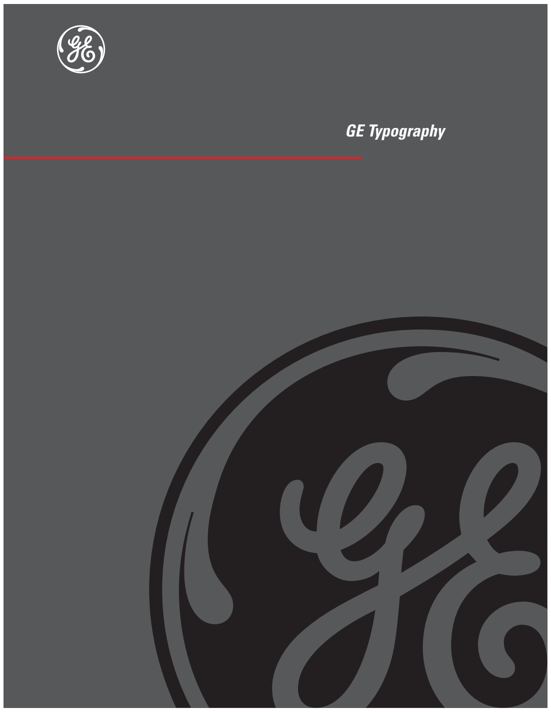

GE Typography

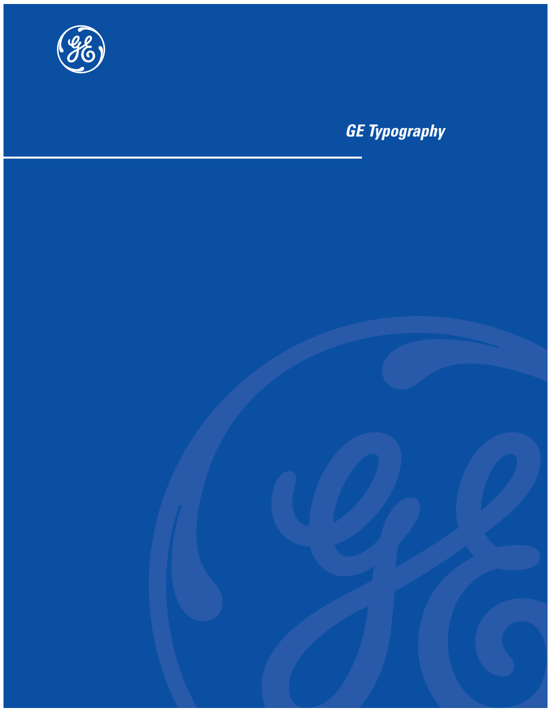

GE Typography

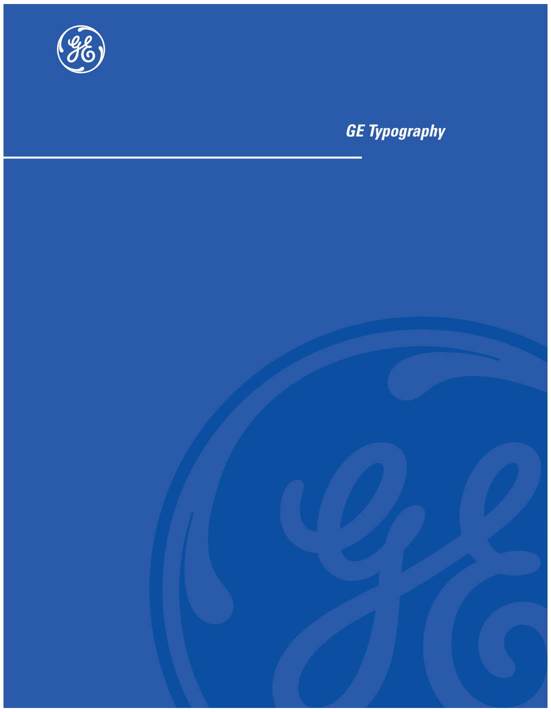

GE Typography

continued

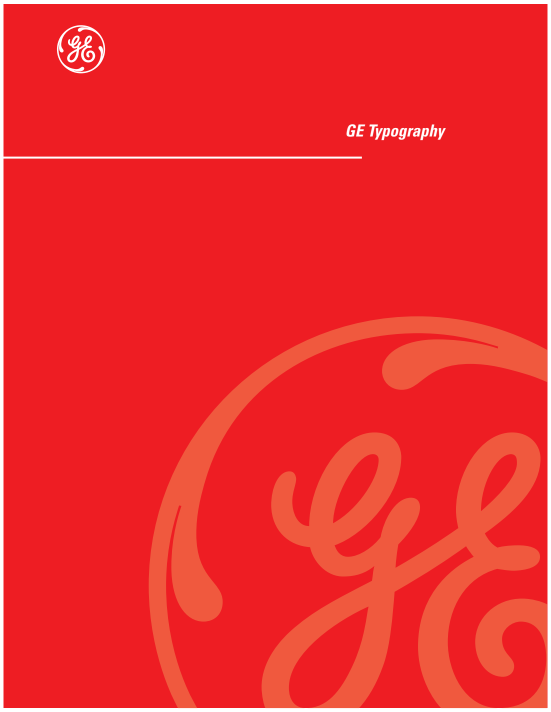

GE Typography

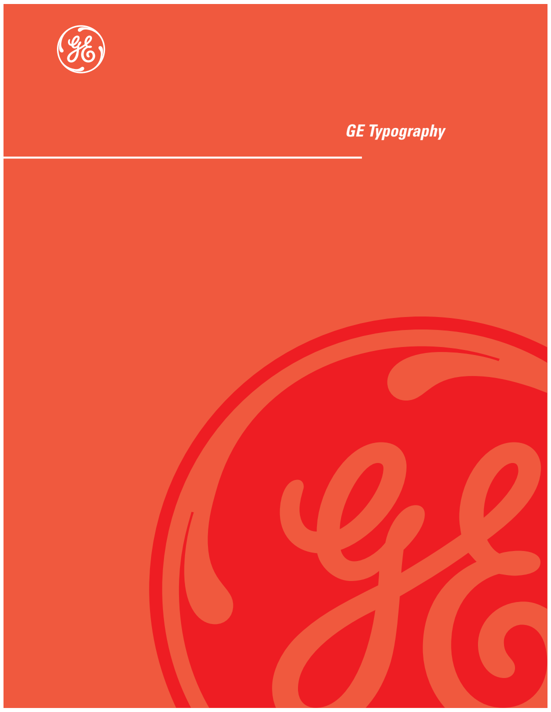

GE Typography

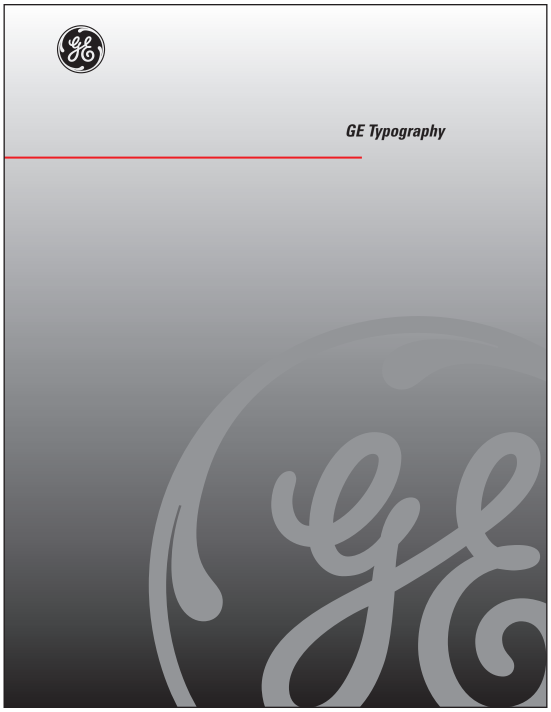

GE Typography

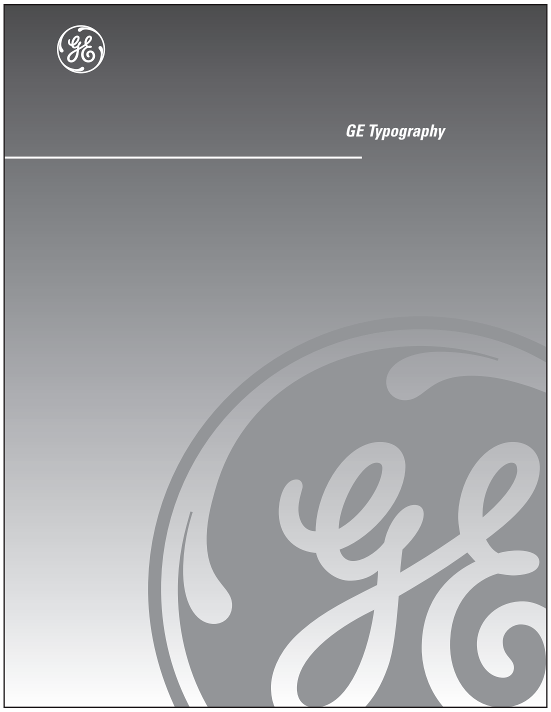

GE Typography

continued


GE Typography


GE Typography

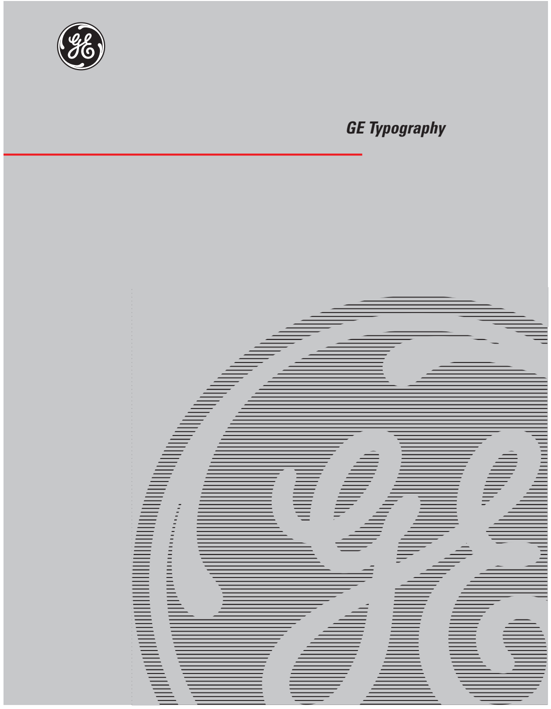

GE Typography

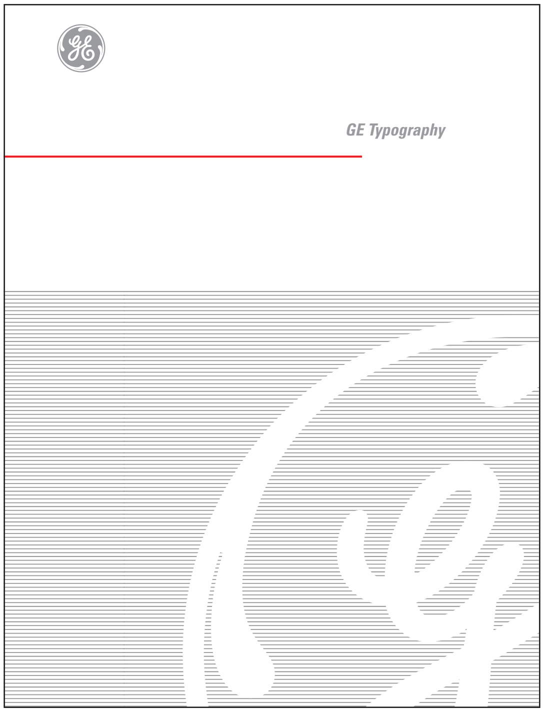

GE Typography

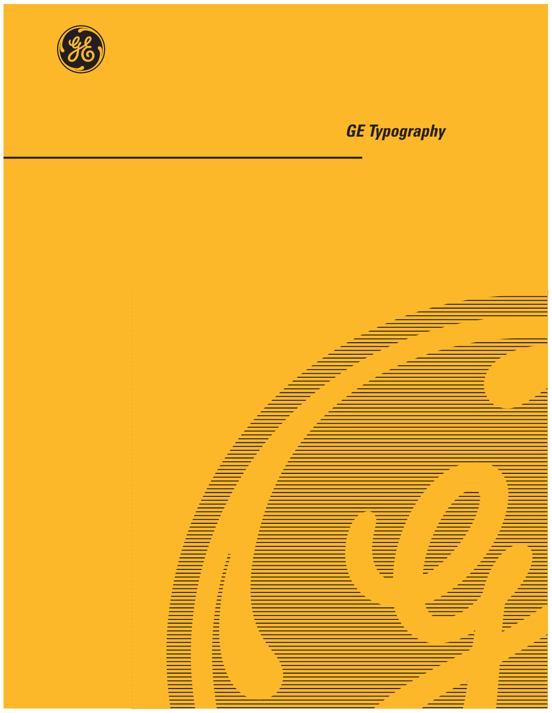
continued

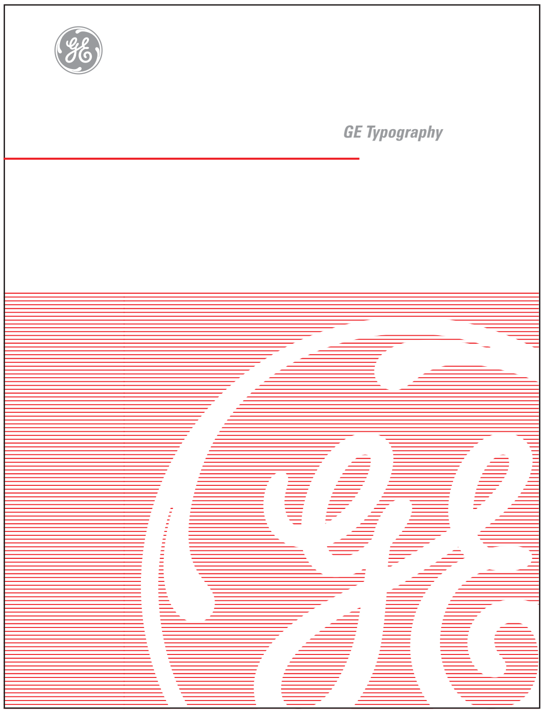
When displayed on computer monitors, the examples on this page appear incorrect. Except when greatly enlarged, the lines appear unequal in thickness and grouped in bands.

When printed on most laser printers, the examples are correct.


GE Typography


GE Typography


GE Typography


GE Typography

Application Standards

Products & Packages

Product Identification **210**
Packaging **220**
Shipping Cases & Cartons **230**

Marketing Communications **240**
Advertising **241**
Recruitment Advertising **242**
Promotional Brochures **243**
Product Literature **244**
Promotional Materials **245**
Exhibits **247**
Presentation Materials **248**

Employee Communications **250**
Newsletters **251**
Employee Identification **252**
Recruitment Advertising
(See document 242 in Marketing Communications)

***Stationery** for*

North American Components & Affiliates **261**
Corporate Staff **262**
Components outside North America **264**

Formatting Stationery

in North America **263**
outside North America **265**

Other Applications

Forms & Checks **270**
Facility Signs **280**
Facility Signs Engineering Drawings **285**
Vehicle Identification **290**

Product Identification

The product identification standards apply to all products marketed under the GE brand, including those that use both the name "GE" and a secondary brand name.

These standards provide a plan for displaying graphic signatures or the Monogram alone consistently and prominently on products marketed under the GE brand. They also help to

- **streamline and modernize** the appearance of product identification
- **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation
- **unify** the identification of the GE brand of products produced by all components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **provide flexibility** to accommodate the space limitations and reproduction methods required to identify different products

Product Identification

Contents

Guidelines **210**.02

Examples **210**.10

Product Identification outside the U.S.A. **210**.90

OEM Product Identification **210**.91

Use a graphic signature in all product identification where a secondary name—a word mark or a generic name—is used to identify the product.

- **Use all three elements of a graphic signature:**
  - the signature Monogram
  - signature typography
  - the Laser Line

  Note: If the space available for identification is severely limited, the Laser Line may be eliminated in certain signatures, as noted below.

- **Use any of the signature arrangements:**
  - **Primary signature.** Because the primary signature is preferred in all program applications, its use in product identification helps relate products to other media such as advertising, sales promotion materials, and product literature. However, when the space available for identification is limited, the other graphic signatures may be used. Note: The primary signature must consist of all three signature elements.
  - **Compact signature.** The compact signature is identical to the primary signature except that the signature elements may be positioned closer together. Note: The compact signature must consist of all three signature elements.
  - **Vertical signature.** This signature may be used when the application format is narrow or when a vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography. Note: Where the space available for identification is severely restricted, the Laser Line may be omitted.
  - **Special signatures.** When the space available for product identification is so restricted that none of the basic graphic signatures can be used, one of the special signatures may be used. These signatures are useful when the identification must appear in a band with very little height.

  Note: The special signatures may be used in only certain program applications such as signs, exhibits, and product identification. Do not use the special signatures in other media.

  For more information, see document **131**, *Graphic Signatures.*

- **In graphic signatures, use the following product identification elements:**
  - ***In primary, compact, and vertical signatures,*** use
    - · the communicative name of a component or affiliate, if appropriate
    - · a secondary word mark and/or model number and/or generic product name
    - · a generic product name
  - ***In special signatures,*** use a secondary word mark and/or model number and/or generic name for the product. Do not use the communicative name of a component or affiliate in the special signatures.

- **Outside a graphic signature,** use a
  - secondary word mark
  - model number
  - generic name
  - combination of these identification elements

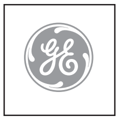
  Do not use the communicative name of a component or affiliate outside a graphic signature.

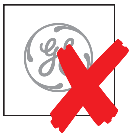
Use the Monogram alone when there is no need or room for signature typography. *The minimum identification on all products is the Monogram.* Generally, the minimum diameter of the Monogram is ½" (12.5mm or 50-point GE Logo Font). The minimum clear space surrounding the Monogram used alone is equal to ¼ the diameter of the Monogram.

continued

Follow these general guidelines in all product identification:

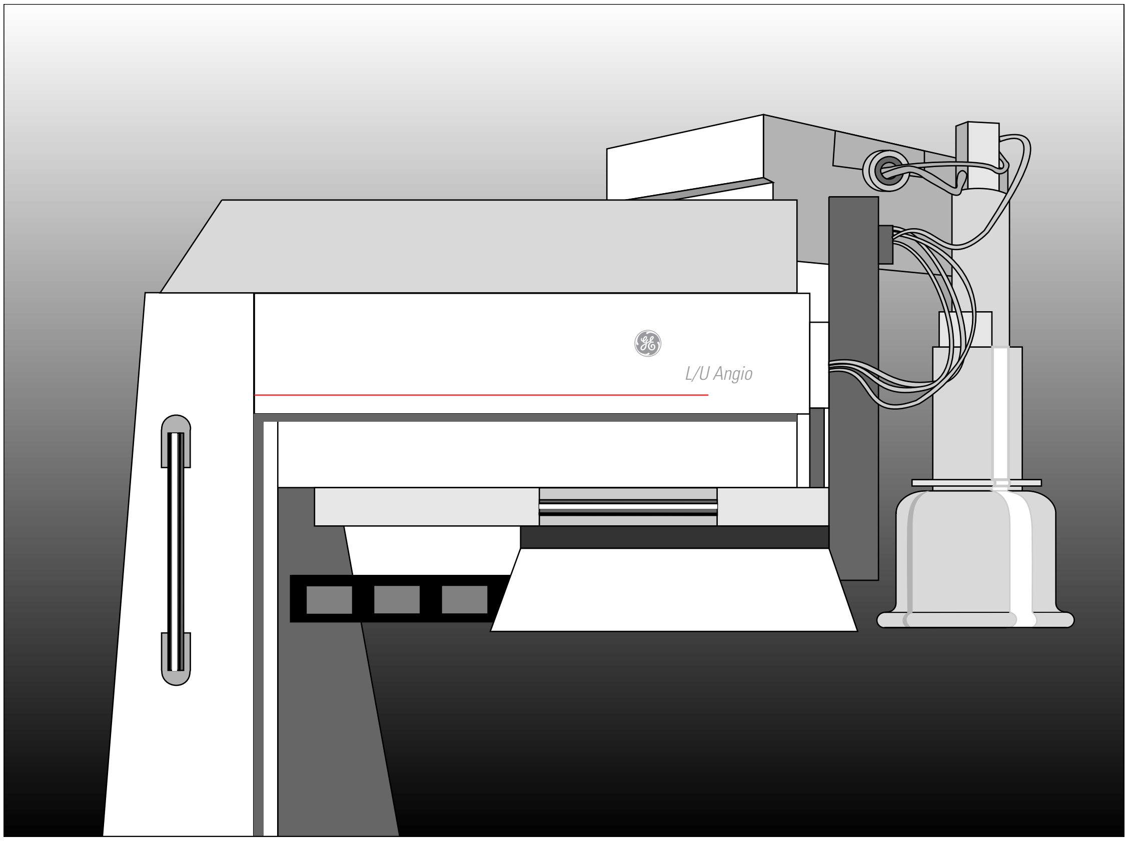
- **Do not use the name "GE" with a secondary word mark** because such use would suggest that another company has a product with the same name.
- **Do not use secondary design marks** such as logotypes, symbols, or icons**.** Instead, use a secondary *word* mark, typeset in Univers 68 or 48 or ITC New Baskerville within or outside a graphic signature.
- **Use any typeface in the Univers or ITC New Baskerville series, typeset in initial capital and lowercase letters, for all typography appearing on a product—including instructions and control markings.** For more information, see document **133**, *Typography*.





- **Reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the top example at the right. The letters/curlicues are *never* darker than the field.** To ensure correct reproduction, use the correct positive or reverse signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this font, see document **382**, *GE Logo Font.*) Do not use the Monograms shown in this document in reproduction art.
- **At small sizes or when reproduction is coarse,** the area where the curlicues join the circle may fill in slightly.
- **Use color** according to the guidelines in document **132**, *Color.* Metallic colors such as silver or gold may be used in product identification elements.
- **Place the identification elements on a product in an asymmetrical layout.** In a product identification format, avoid centering a graphic signature, the Monogram, or a secondary word mark used alone.

Identification Elements: Primary signature containing a secondary word mark
reproduced in Platinum Grey and Laser Red against a light neutral background



When the space available for product identification is sufficient, the primary signature is used. In this example, the signature Monogram and signature typography are positioned at the far right on the product identification panel, and the Laser Line is bled left off the format. The asymmetrical layout and extension of the Laser Line suggest the qualities of dynamism and innovation.

For more information on the primary signature, see document **131**, *Graphic Signatures*, pages 11 and 12.

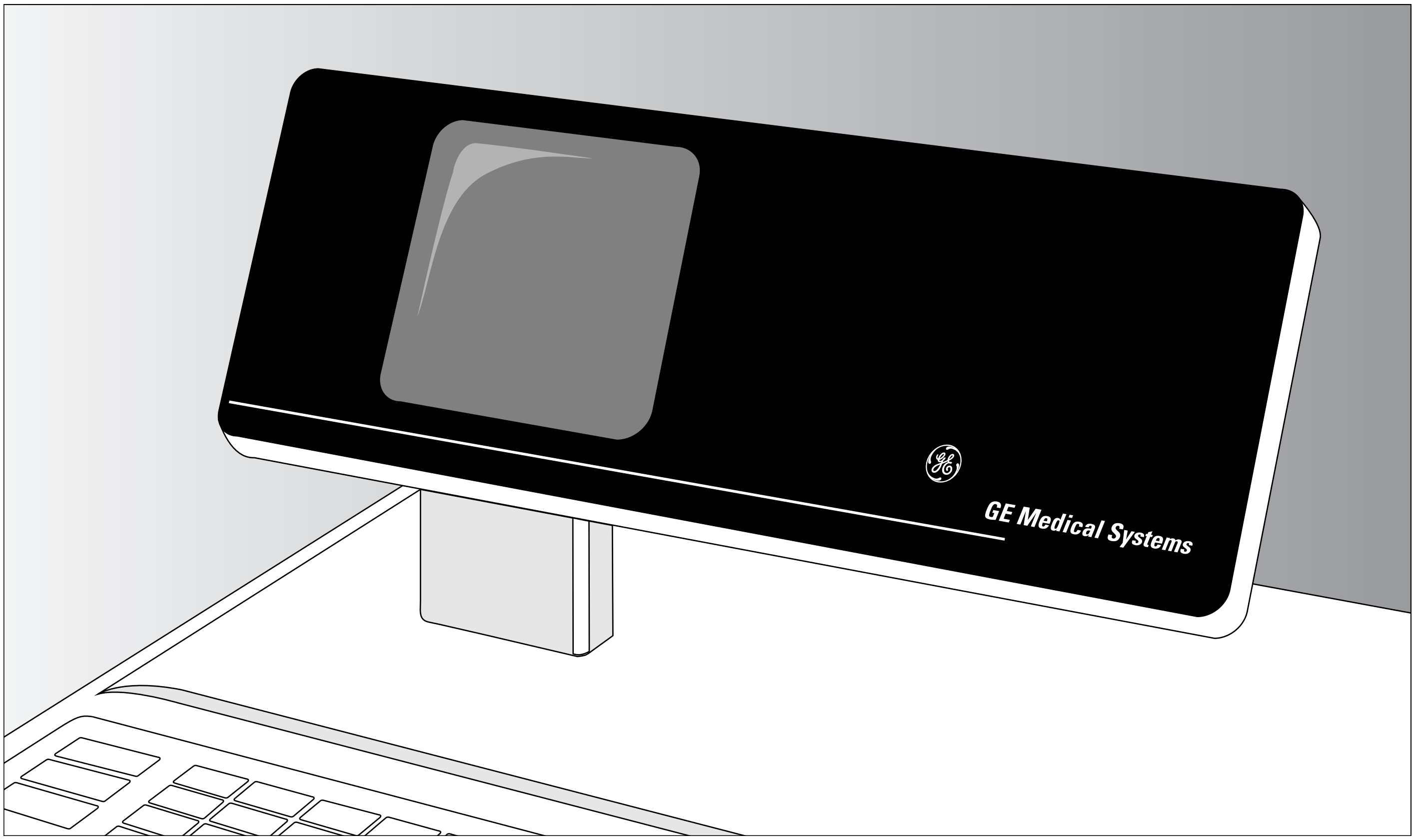
The signature typography contains the secondary word mark, "L/U Angio," typeset in Univers 48, the lighter of the two weights of Univers used in signatures. An exception to the standard use of Univers 68 for most typography in graphic signatures, this lighter weight is specified because it communicates a sense of high technology and exacting precision, qualities with which it is desirable for the product to be associated.

For more information on signature typography, see document **131**, *Graphic Signatures*, pages 31 to 35.

The signature is reproduced in the corporate colors, Platinum Grey and Laser Red. Whenever possible, the corporate colors are used in product identification elements.

For more information on color in signature elements, see document **132,** *Color*.

Note: The Laser Line may be reproduced only in Laser Red, black, white, or a metallic color such as silver or gold.



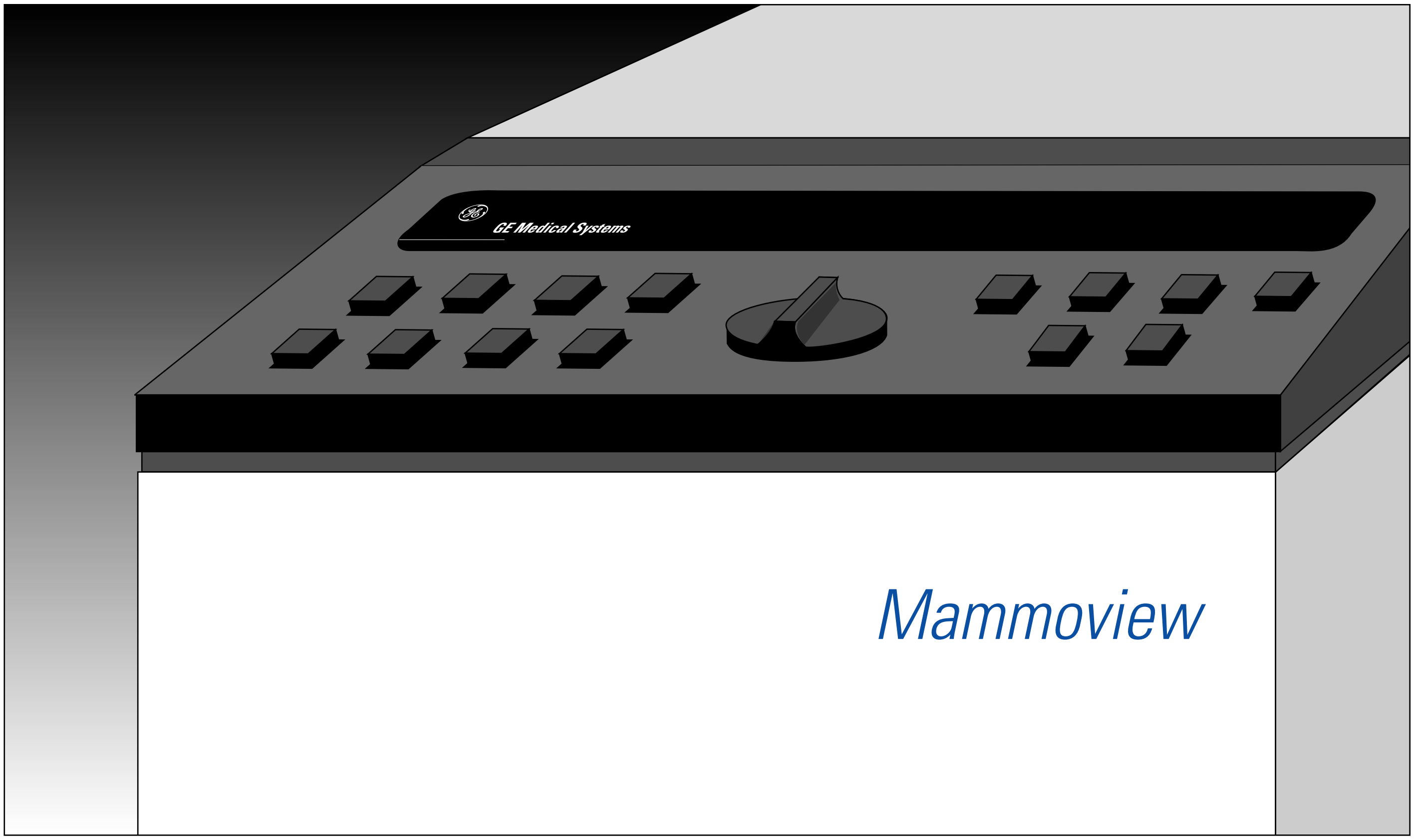
Identification Elements: Primary signature containing the component's communicative name *reproduced in white and Laser Red against a dark neutral background*

When the space available for product identification is sufficient, the primary signature is used. In this example, the signature typography contains the communicative name of the component, "GE Medical Systems." This name is useful as product identification because it serves a dual function: It identifies the source of the product while suggesting that the product is part of a group of interrelated products.

For more information on the primary signature, see document **131**, *Graphic Signatures*, pages 11 and 12.

Note: When the communicative name of a component or affiliate is used in product identification, it must appear in a primary, compact, or vertical signature. A communicative name may not be used outside a graphic signature nor in a special signature.

The signature is positioned in an asymmetrical layout on the product. By extending the Laser Line to bleed left off the format and positioning the other signature elements to the right, the qualities of dynamism and innovation are emphasized.



Identification Elements:
Compact signature containing the component's communicative name *reproduced in white against a dark neutral background,*
and a secondary word mark outside the signature *reproduced in GE color B6002*

On large products, identification elements may appear separately. In this example, the compact signature containing the component's communicative name, "GE Medical Systems," is used as the main identification on the operator panel. The secondary word mark, "Mammoview," is featured in a large size outside the signature on the front panel of the product.

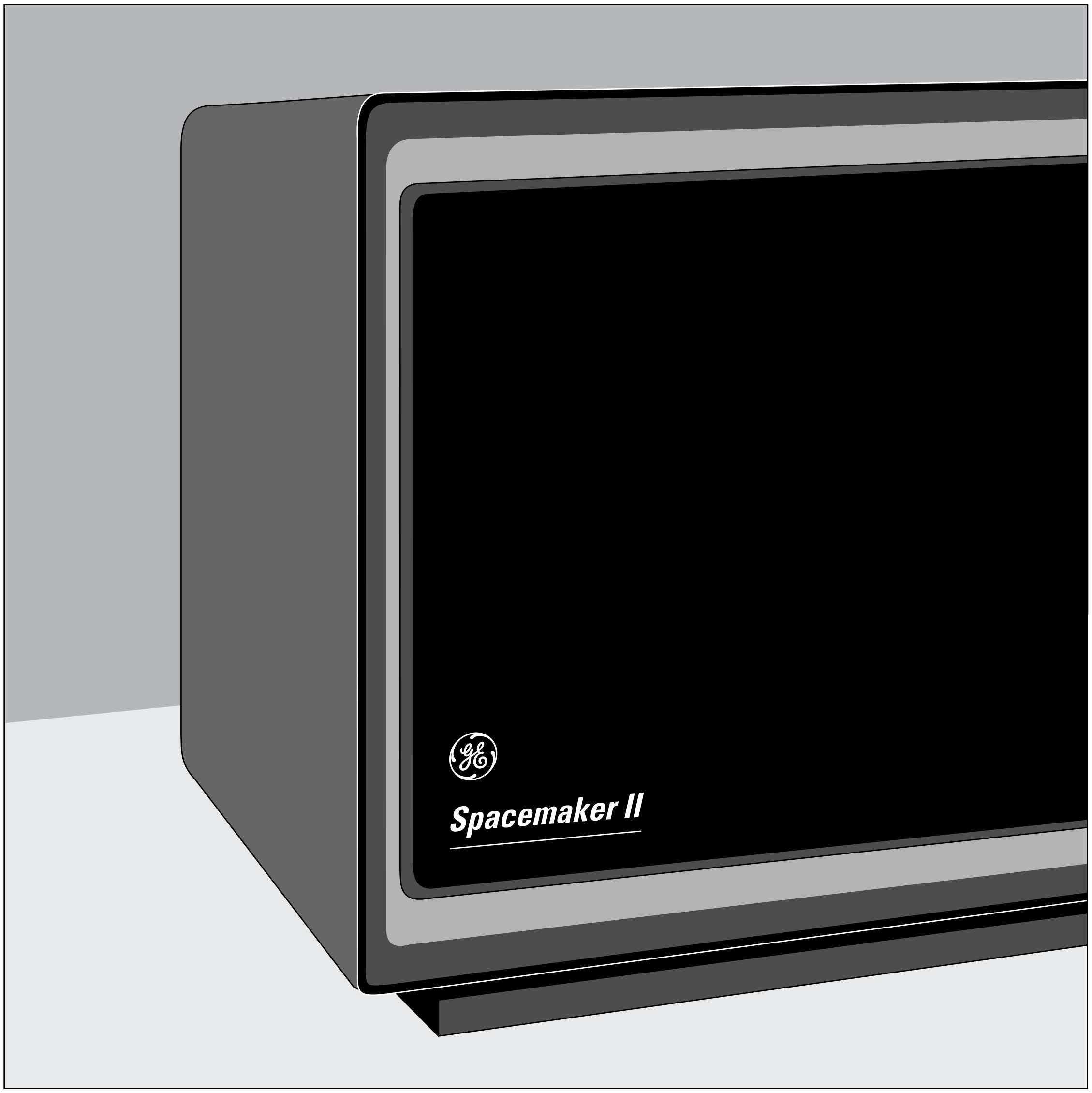
Only secondary word marks and model numbers may be used outside a graphic signature. Communicative names of components or affiliates must appear in a primary, compact, or vertical signature.

When identification elements appear outside a signature, they are typeset in Univers 68 and, if needed, Univers 48 in initial capital and lowercase letters.

For more information on program typography, see document **133**, *Typography*.

Although the corporate colors are preferred for all identification elements, secondary word marks and model numbers used outside graphic signatures may appear in colors selected from GE color palettes.

For more information on color, see document **132**, *Color*. Color samples are available from the GE Identity Website or Hotline.

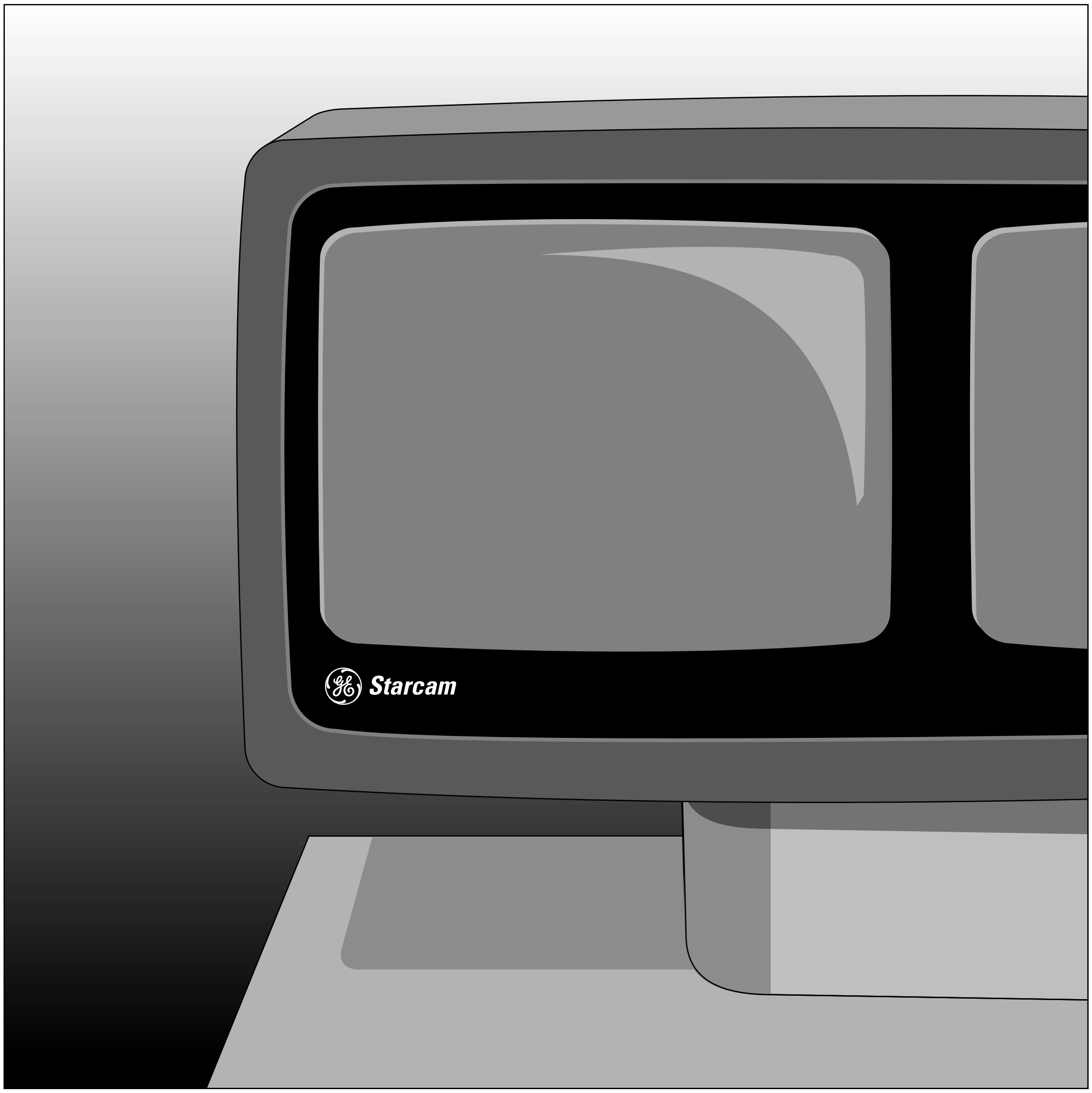


Identification Elements: Vertical signature containing a secondary word mark *reproduced in white and Laser Red against a dark neutral background*

The vertical signature is used when the application format is narrow or when vertical emphasis is desired. In this example, the space available for product identification is sufficient to accommodate either the primary or the compact signature. However, the vertical signature is used because the vertical emphasis provides visual contrast to the horizontality of the product itself.

For more information on the vertical signature, see document **131**, *Graphic Signatures*, pages 15 and 16.

Identification Elements: Special signature A (Laser Line omitted) containing a secondary word mark *reproduced in white against a dark neutral background*



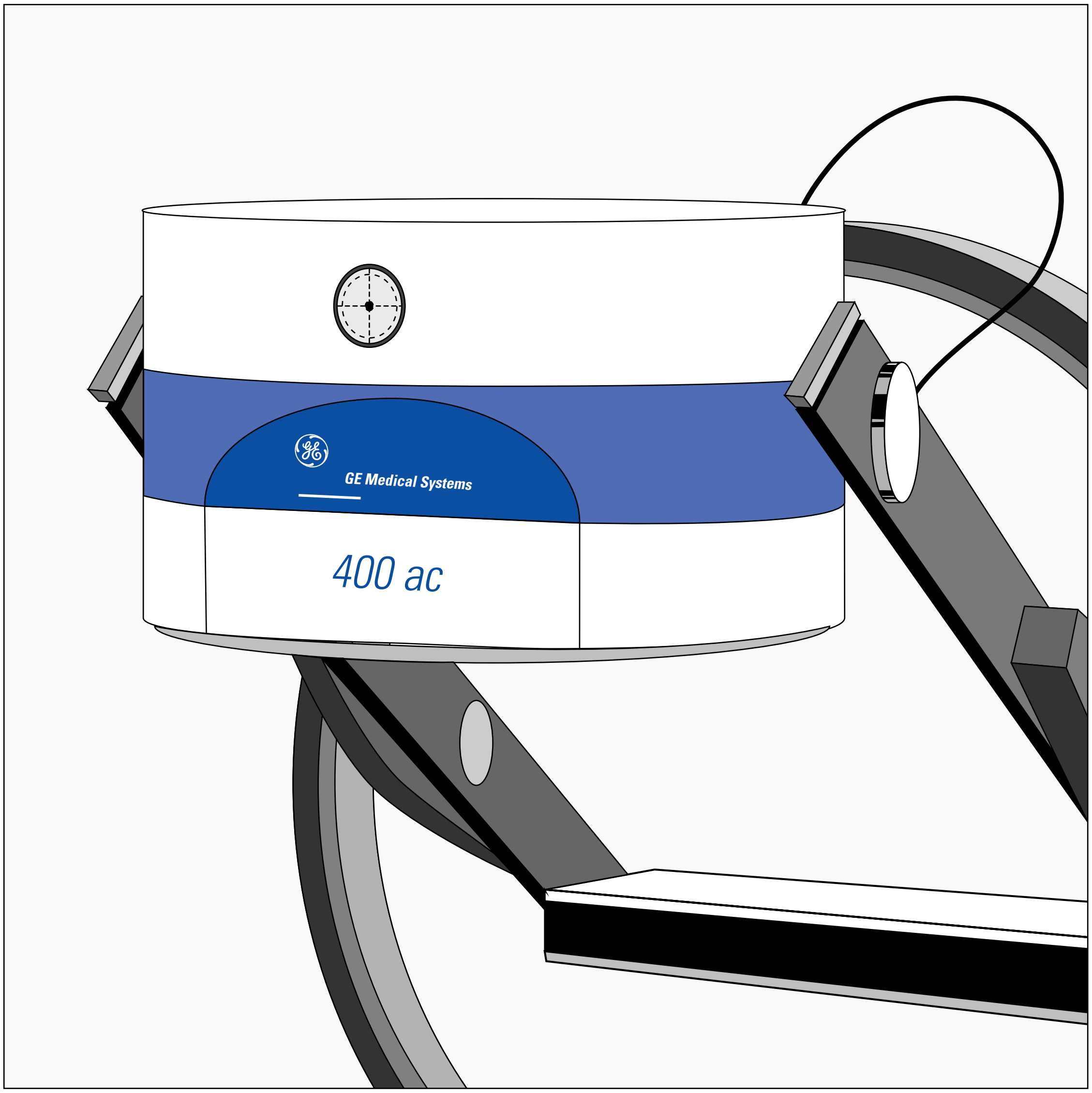
When a product consists of component units, each unit may be identified.

When appropriate, the content of the signatures used on component units may vary. In this example, the product consists of two units. On the operator unit, shown on this page, the signature contains a secondary word mark. On the patient unit, shown on page 15, the signature contains the communicative name of the component.

Because the space available for product identification is limited, a special signature is used, and the Laser Line is omitted. The signature is positioned at the far left in the format to avoid a centered layout.

For more information on special signatures, see document **131**, *Graphic Signatures*, pages 17 and 18.

Note: In product identification, special signatures may not contain the communicative name of a component or affiliate. Only a secondary word mark, a model number, or a generic product name may be used in a special signature.

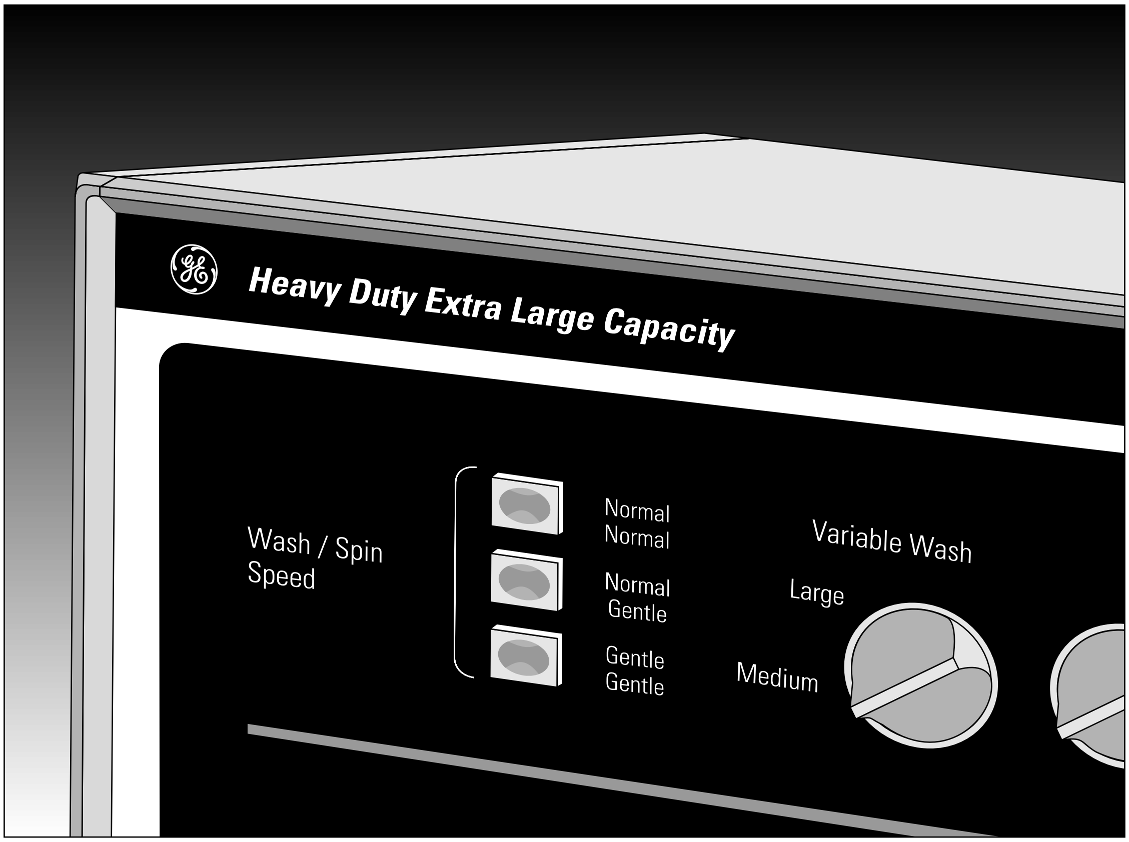


Identification Elements: Compact signature containing the component's communicative name *reproduced in white against GE color B6002,* ***and the model number outside the signature*** *reproduced in GE color B6002*

The communicative name, "GE Medical Systems," is useful here because it suggests that the product is part of a group of interrelated medical products.

Note: Not all component or affiliate communicative names are appropriate for use as identification on products.

Identification Elements: Special signature A (Laser Line omitted) containing the generic product name, product description, or benefit *reproduced in white against a dark neutral background*



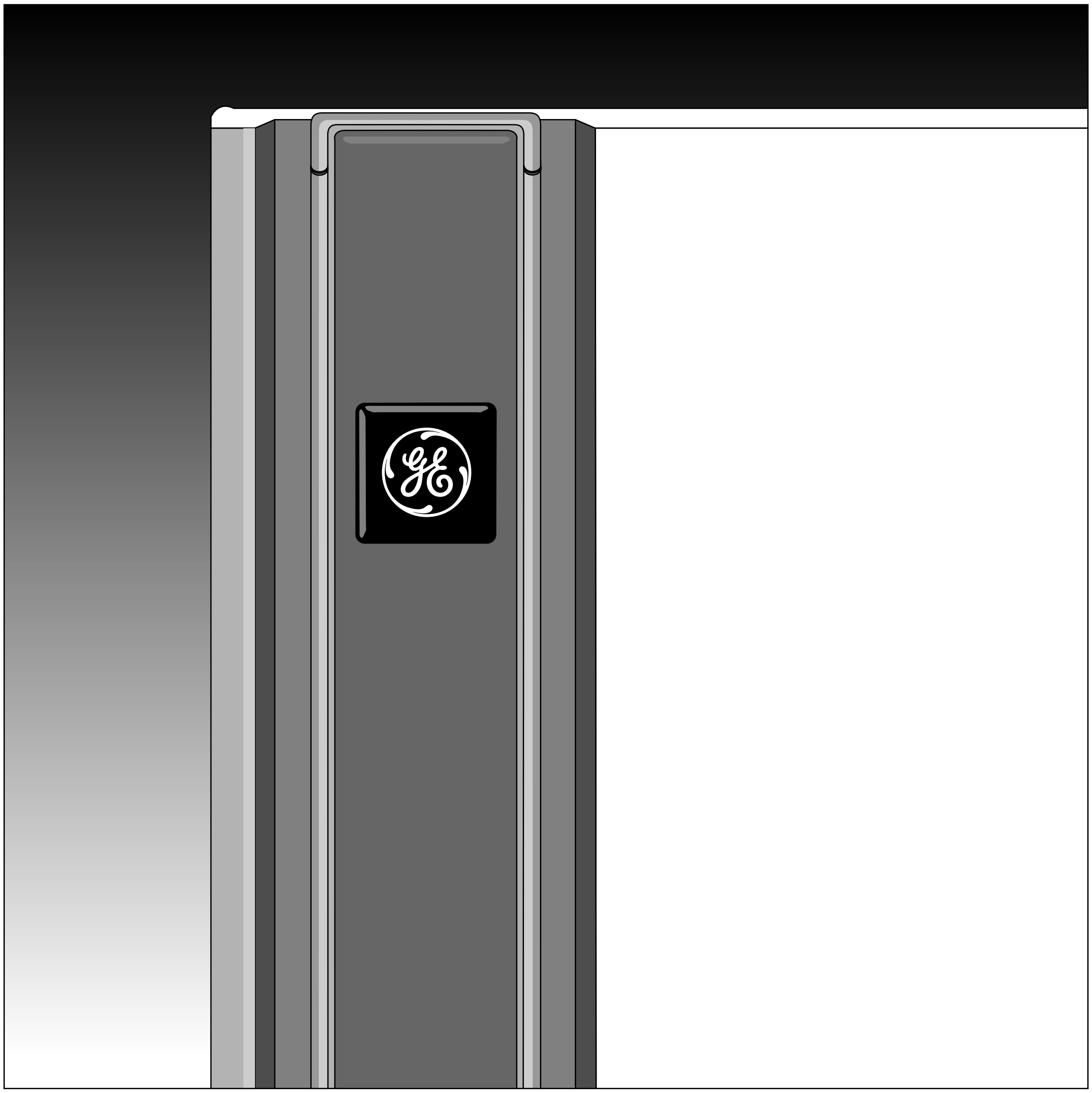
One of the special signatures is used when the identification appears in a narrow band. In this example, the space available for identification is so narrow that the Laser Line is omitted. The entire signature is positioned at the far left in the format to avoid a centered layout.

For more information on special signatures, see document **131**, *Graphic Signatures*, pages 17 and 18.

Any graphic signature may contain a generic name, product description, or benefit, as shown in the example.

Selection from the Univers series of typefaces is recommended for all nonproduct identification typography appearing on GE products, as shown in this example of a control panel. However, other typefaces may be used as desired.

For more information on program typography, see document **133**, *Typography*.

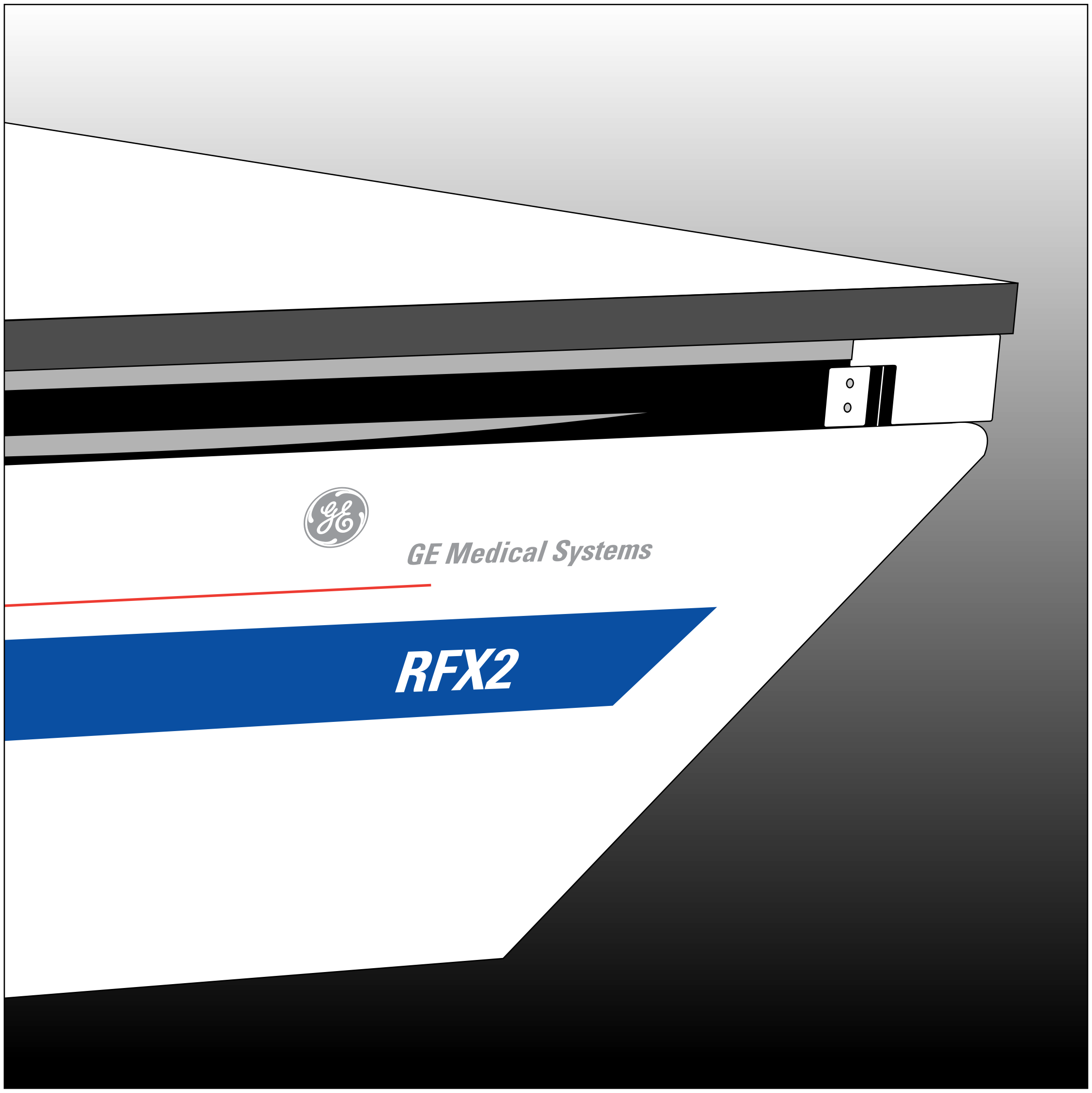


Identification Elements:
Monogram only
reproduced in white against
a dark neutral background

When the space available for product identification is so small that none of the graphic signatures can be used, or when there is no need for signature typography, the Monogram may be used alone, as shown in this example of identification on a refrigerator door handle.

The Monogram used alone or in a graphic signature must always be reproduced so that the letters/curlicues are lighter than the field, and if any color other than Platinum Grey or black is used in the Monogram, that same color must be used in the surrounding background.

For more information on color in signature elements, see document **132**, *Color*.

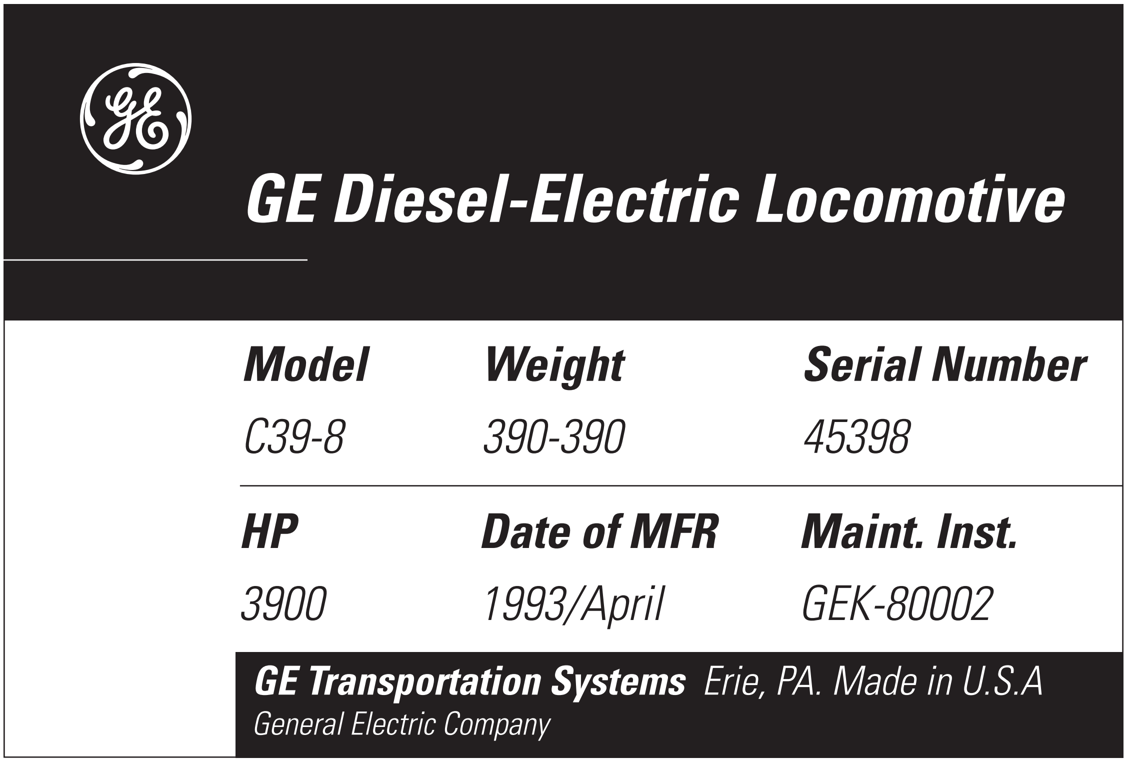


Identification Elements:
Compact signature containing the component's communicative name
reproduced in Platinum Grey and Laser Red against a light neutral background,
and the model number outside the signature
reproduced in white against GE color B6002.

Identification elements may appear in bars or bands of color, if desired. Colors used in product identification bands may be selected from the GE color palettes. In this example, a compact signature is reproduced in the corporate colors, Platinum Grey and Laser Red, against a light neutral background. Beneath the signature, the model number is reproduced in white against a colored band.

For more information on the compact signature, see document **131**, *Graphic Signatures*, pages 13 and 14.

For more information on color in signature elements, see document **132**, *Color*. Color samples are available from the GE Identity Website or Hotline.



GE Diesel-Electric Locomotive

Model	**Weight**	**Serial Number**
C39-8	390-390	45398
HP	**Date of MFR**	**Maint. Inst.**
3900	1993/April	GEK-80002

GE Transportation Systems Erie, PA. Made in U.S.A
General Electric Company

When preparing a name plate or product rating label, in addition to the guidelines on pages 02 and 03, follow these guidelines whenever possible:

- Use a graphic signature at the top of the format.
- Align information on the label with signature elements.
- For the label information, use Univers 68 and, if needed, Univers 48 (or Univers 67 and Univers 47, if the italic font is unavailable) or a similar sans serif typeface.

Corporate Trademarks on Products outside the U.S.A.

Although the guidelines that apply to the identification of domestic products also apply to products for sale outside the U.S.A., there are some distinctions:

- Whenever possible, use a graphic signature or the Monogram alone on the most visible side or surface of the product to be exported by U.S. components and overseas affiliates licensed to use the corporate trademarks. An asterisk and trademark protection statement are not needed.
- The Monogram alone may be used to supplement a graphic signature or as the primary identification if used with the affiliate mark (joint marks). An asterisk and trademark protection statement are not needed.
- Indicate the country of origin (the country where the product was manufactured) on all exported products. If there is a specific reason to omit the country of origin, consult your legal counsel, because an indication of origin is a legal requirement in many countries.

In exceptional situations, GE components may use “General Electric Company” or “General Electric” instead of a trademark to identify their products, provided the initials “U.S.A.” are shown adjacent to the name. Affiliates are not authorized to use the Company name instead of a trademark.

Rating, Instruction, and Information Plates outside the U.S.A.

Even though rating, instruction, and information plates are attached to products identified with corporate trademarks, a graphic signature (or the General Electric Signature) or the joint marks must be placed at the top of the plate followed by an asterisk and one of the Form 1 standard trademark protection notation statements, as shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

If the function, design, or size of a product precludes the use of a rating plate, place the asterisk and trademark protection notice on the product packaging. This is the only instance where the statement is not required directly on the product.

Corporate Trademarks on Products in the United Kingdom

Producer Products

A graphic signature and the Monogram alone may appear as applied in the United States. Avoid use of the “GE” block letter mark.

Products with Visible Trademarks

A graphic signature and the Monogram alone may be used, but in both cases “USA” (without periods) must appear under the Monogram.

However, in cases where the products are too small or where it is practically impossible to add anything to the marks on the product (for example, light bulbs), the Monogram may be used as in the U.S.A., *but in addition the packaging and the shipping cases and cartons must* contain disclaimers of connection with the General Electric Company p.l.c. See documents

- **220**, *Packaging,* page 90
- **230**, *Shipping Cases & Cartons,* page 90

Commercial Equipment

A graphic signature and the Monogram alone may be used, but in both cases “USA” (without periods) must appear under the Monogram.

Original Equipment Manufacturer (OEM) Customers and Their Dealers

Upon request, a manufacturer whose products use GE components, products, materials, or subassemblies may be authorized to attach a permanent information plate to the manufactured product naming the GE product or materials included. When the plates clarify information such as warranty coverage or service channels, they are of benefit to GE.

When the OEM prepares the plate, the plate should include only the Company name, not the trademarks. All plates prepared by OEMS must be approved by the responsible Company component.

Equipped with
GE Fractional-HP
Motor

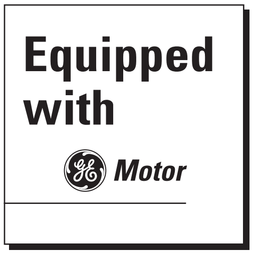
Plates, Tags, and Labels Prepared and Supplied by GE to OEMS

When GE components supply plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

- The Monogram is the only trademark that may be used. It may be used in any graphic signature arrangement such as those described on page 02.
- Make sure that the "Equipped with" statement and the Monogram are less prominent than the OEM's name or trademark on the complete product.
- The Monogram must be subordinate to the "Equipped with" statement.
- Supply the same number of attachments as products to the OEM. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.
- Tags and labels must be removable and obviously impermanent.

The Company organization supplying plates, tags, or labels must detail limitations in writing to avoid any confusion. The agreement must provide that the OEM or its distributors or dealers *will not use GE trademarks in advertising or promotion.*

The Company organization selling the component product is responsible for taking action if its customers or customers' resellers abuse privileges of use, or if misrepresentation occurs.



Packaging

The packaging standards apply to all point-of-sale packaging for the GE brand of products, including those marketed under both the name "GE" and a secondary brand name.

For guidelines on packaging used to transport products, see document **230**, *Shipping Cases & Cartons.*

These standards provide a plan for featuring graphic signatures prominently and consistently in all point-of-sale packaging. They also help to

- **simplify and clarify** package information by standardizing its presentation
- **provide flexibility** to accommodate varying amounts and kinds of information
- **rationalize and organize** information by ranking it according to relative importance and presenting each rank consistently
- **modernize and streamline** packages by
  - *using*
    - a grid
    - rules and bars
    - a minimum number of type styles and sizes
  - *eliminating*
    - unnecessary promotional devices
    - secondary product design marks
- **unify** all packaging applications so that each draws from and contributes to the strength of the GE identity
- **reduce cost** through the use of common design standards

Contents

Guidelines **220**.02

Information Matrix **220**.06

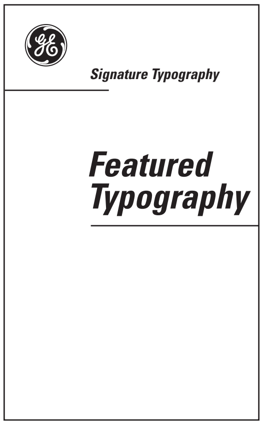
Examples **220**.10

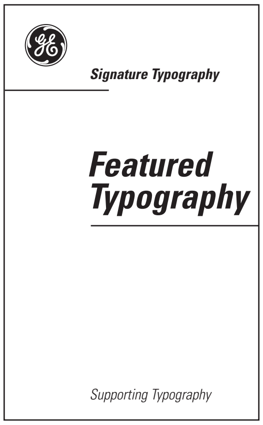
Packaging outside the U.S.A. **220**.90

OEM Packaging **220**.91

Because the nature, quantity, and relative importance of information appearing on packages varies, the first step in designing a package is to identify and prioritize the required information.

- **Identify all information required on the package,** including any of the following:
  - communicative name
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - quantity and/or weight of contents
  - product features
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - promotional slogans
  - identification block with, for example, the
    - · communicative name (such as "GE Lighting")
    - · legal name (such as "General Electric Company")
    - · address
  - place of manufacture, if required
- **Prioritize information** according to individual package requirements, using only two categories:
  - ***critical information*** that requires emphasis and high visibility
  - ***all other information***





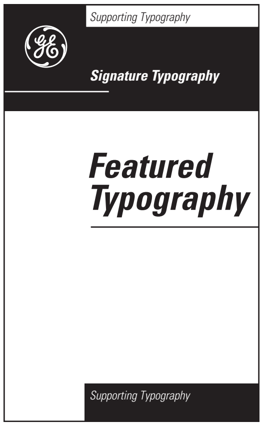
Place the critical information in either or both
- the graphic signature
- the featured position below the graphic signature

- **Place only *one* of the following in the signature typography:**
  - communicative name
  - secondary word mark
  - generic product name
  - secondary word mark + generic product name
  - the slogan, "We bring good things to life."
- **Use any of the following as featured typography:**
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - any combination of the above
  - the slogan, "We bring good things to life."
- **Further emphasize signature typography and featured typography by using either or both**
  - large type
  - bold type (Univers 68)

Place all other information in a supporting position, separated from signature and featured typography.

- **Use any of the following as supporting typography:**
  - product number
  - product size, style, or color
  - any promotional slogan
  - quantity and/or weight of contents
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - identification block
- **Further deemphasize supporting typography by using either or both**
  - small type
  - light type (Univers 48)

continued



Use the compact signature at the top of each printed panel.

- **Size the capital height** (CH) of the signature typography to equal ¼, ⅓, ½, or ¾ the diameter (D) of the signature Monogram.

  For more information on the compact signature, see document **131**, *Graphic Signatures,* pages 13 and 14.

  For guidelines on the use and specification of signature typography, see document **131**, *Graphic Signatures,* pages 31 to 35.

- **Other graphic signatures may be used:**
  - primary signature
  - vertical signature
  - special signatures (only if required)

Use Univers 68 and Univers 48 for most typography.

- **Use Univers 68** for signature typography. Note: When a graphic signature contains both a secondary word mark and a generic product name, use Univers 48 for the generic product name.
- **Use Univers 68 and Univers 48** for featured typography and supporting typography.
- **Use Univers 47** for warranties and instructions.
- **Do not use** the ITC New Baskerville series (except in consumer packaging, provided high-quality reproduction is used).
- **Limit the number of type sizes** on a package and select ones that are distinctly different from each other. Generally, use no more than three sizes.

  For more information on the use and specification of the Univers series, see document **133**, *Typography,* pages 02 and 03.

Use a layout with a clear left margin determined by the position of the signature typography.

- **Position signature typography** to the right of the signature Monogram, separated by a space equal to at least ¼ the diameter of the signature Monogram. When space is extremely limited, signature typography may align with the right edge of the signature Monogram.
- **Align** all featured typography, supporting typography, rules, and bars flush left with the signature typography. Note: If necessary, illustrations, bar codes, and bands of color may appear in the left margin.
- **Use a generous left margin** to prevent typography from appearing to be horizontally centered in the panel.

Use rules outside the graphic signature to structure and emphasize featured and supporting typography.

- **Use rules either as**
  - *dividers* between information
  - *underlines* to emphasize information
- **For all the rules on the package,** use a weight (thickness) that is either
  - *the same as the Laser Line* in the graphic signature
  - *distinctly heavier* (thicker) than the Laser Line
- **Use the space** between the signature typography and the Laser Line as the amount of space between featured or supporting typography and rules that function as underlines.

Use bars to structure, differentiate, and emphasize featured and supporting typography.

- **Size bars** to be significantly heavier, or thicker, than rules with a height at least half the diameter of the Monogram.
- **Begin bars** flush at the left margin and bleed at the right edge and either the top or bottom edge of a panel. Generally, when using a bar at the top of a panel, keep the bottom of the bar above the top of the signature Monogram.

continued

Use bands to contain and emphasize the graphic signature and supporting typography, if desired.

- **Connect bands** around all panels and bleed at the top edge of each panel.
- **Use color in bands** when color coding is required.

Use the Dynamic Monogram for graphic support, if desired.

- **Use the three-quarter version** of the Dynamic Monogram, bleeding at the right and bottom edges of a panel. Do not wrap the remainder of the Dynamic Monogram around package edges.
- **Extend the Dynamic Monogram into the left margin,** if desired, but not beyond the right edge of the signature Monogram.
- **Reproduce the Dynamic Monogram in a subtle color** of low contrast to the background. When the number of colors is limited, use one of the linear versions of the Dynamic Monogram in GE Logo Font to achieve this subtle effect.

Featured and supporting typography and rules may overlap the Dynamic Monogram if the information remains legible. Note: Do not overlap the Dynamic Monogram with a heavy (thick) bar.

For more information on the three-quarter Dynamic Monogram, see document **134**, *Dynamic Monogram,* page 03. GE Logo Font is available from the GE Identity Website or Hotline.

Use product illustrations or photographs for graphic support in place of the Dynamic Monogram, if desired. Do not combine the Dynamic Monogram with an illustration or photograph on the same package panel.

Use color correctly.

- *In graphic signatures,* use the corporate colors or black whenever possible.
- *In the circular version of the linear Dynamic Monogram,* use black or Platinum Grey.
- *In the bar version of the linear Dynamic Monogram,* use the corporate colors or any appropriate color, including those from the GE color palettes. Caution: When Laser Red is used on white or grey backgrounds, the result may appear pink.
- *In other elements,* including featured and supporting typography, rules, bars, bands, and backgrounds, repeat colors used in the graphic signature or use any appropriate color, including those from the GE color palettes.

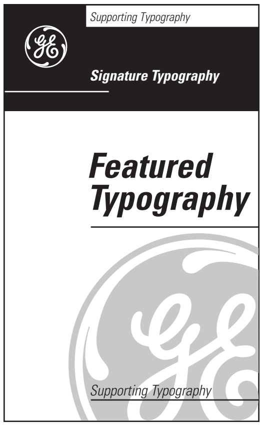
For guidelines on color, see document **132**, *Color.*

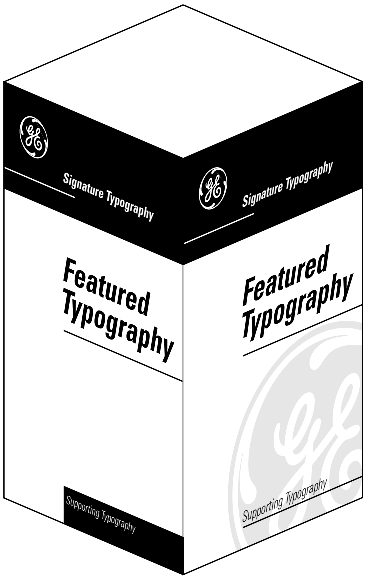
GE color samples are available from the GE Identity Website or Hotline.

Unify all sides of a package by consistently repeating elements.

- **Use a graphic signature on each printed panel** with the same size of signature Monogram and the same thickness of Laser Line. Horizontally align the signatures.
- **Use the same size of signature typography,** aligned horizontally, in each graphic signature whenever possible. Narrow side panels may require smaller signature typography than front and back panels.
- **Repeat featured typography and supporting typography** as necessary and, if possible, use the same size and placement on each panel.
  - *Use rules, bars, and bands* of consistent thicknesses.
  - *Use the fewest number of type sizes* required to differentiate the information.

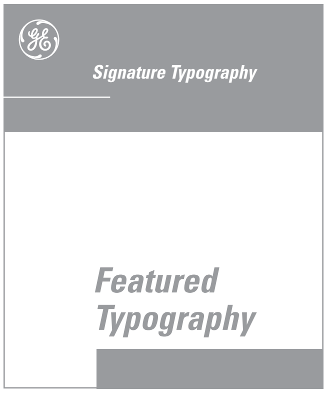
continued





Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.


Signature Typography
Featured Typography

The content of signature typography and featured typography may vary, depending on the requirements of each package.

The examples shown in the information matrix demonstrate a typical range of possibilities for the content of these information categories.

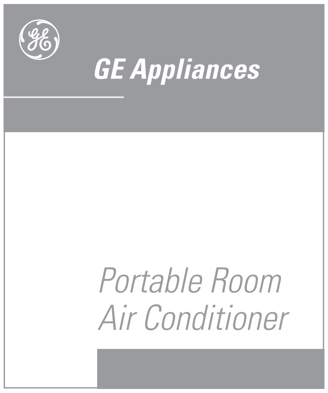
Signature Typography

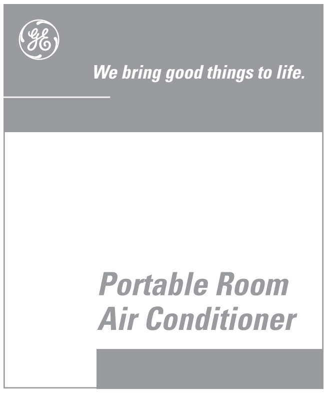
communicative name

Company slogan

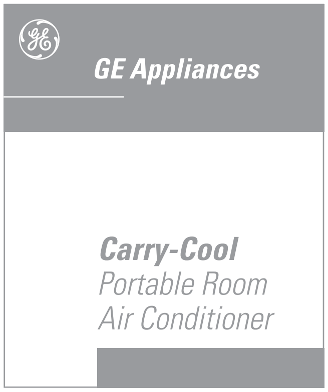
Featured Typography

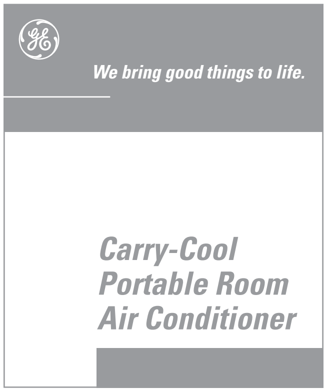
generic product name


GE Appliances
Portable Room Air Conditioner

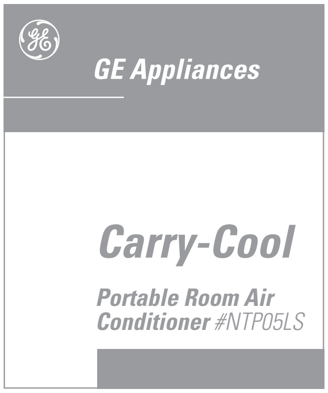

We bring good things to life.
Portable Room Air Conditioner

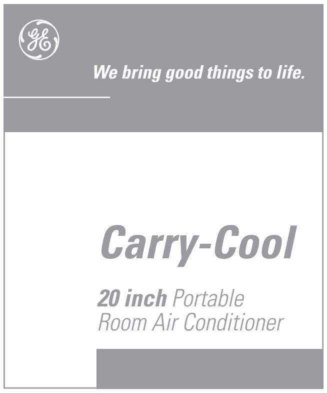
secondary word mark + generic product name


GE Appliances
Carry-Cool
Portable Room Air Conditioner

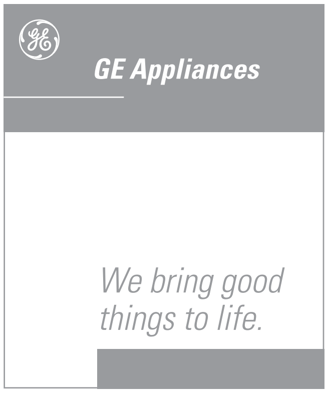

We bring good things to life.
Carry-Cool
Portable Room Air Conditioner

product number, size, or color


GE Appliances
Carry-Cool
Portable Room Air Conditioner #NTP05LS


We bring good things to life.
Carry-Cool
20 inch Portable Room Air Conditioner

the Company slogan


GE Appliances
We bring good things to life.

continued

Signature Typography

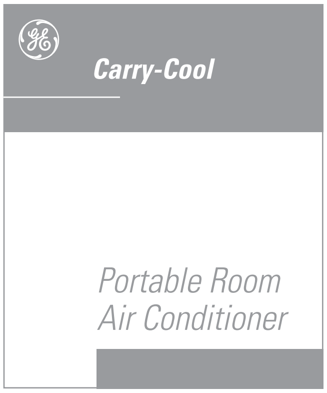
secondary word mark

generic product name

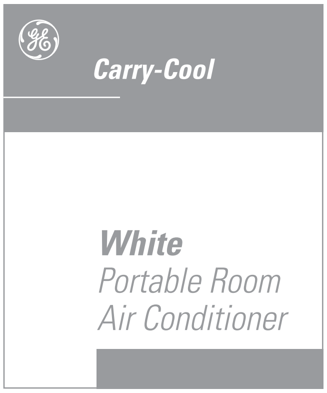
secondary wordmark + generic product name

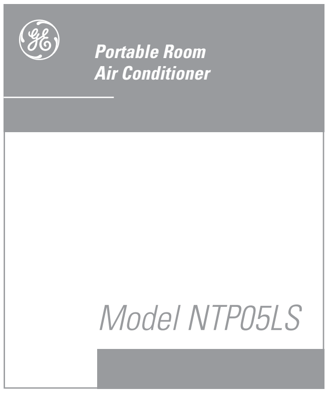
Featured Typography

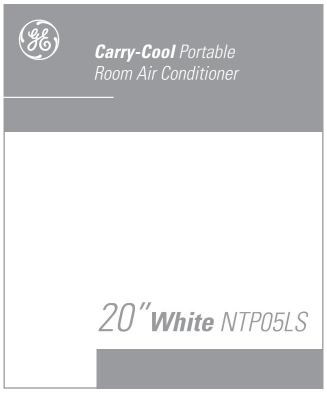
generic product name


Carry-Cool
Portable Room Air Conditioner

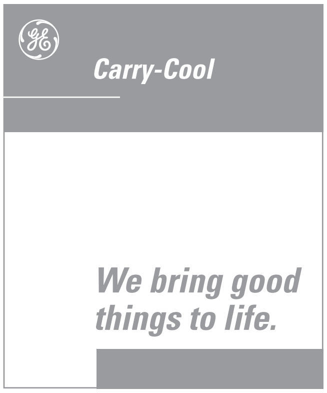
product number, size, or color

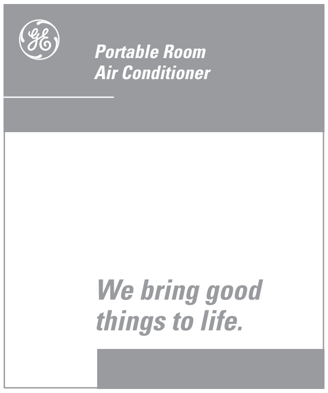

Carry-Cool
White
Portable Room Air Conditioner

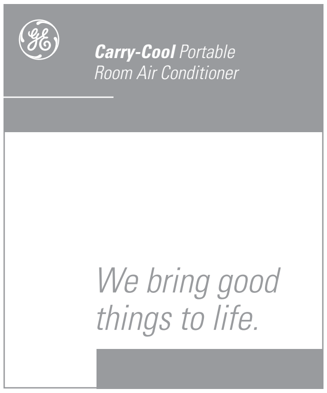

Portable Room Air Conditioner
Model NTP05LS


Carry-Cool Portable Room Air Conditioner
20″ White NTP05LS

the Company slogan


Carry-Cool
We bring good things to life.


Portable Room Air Conditioner
We bring good things to life.

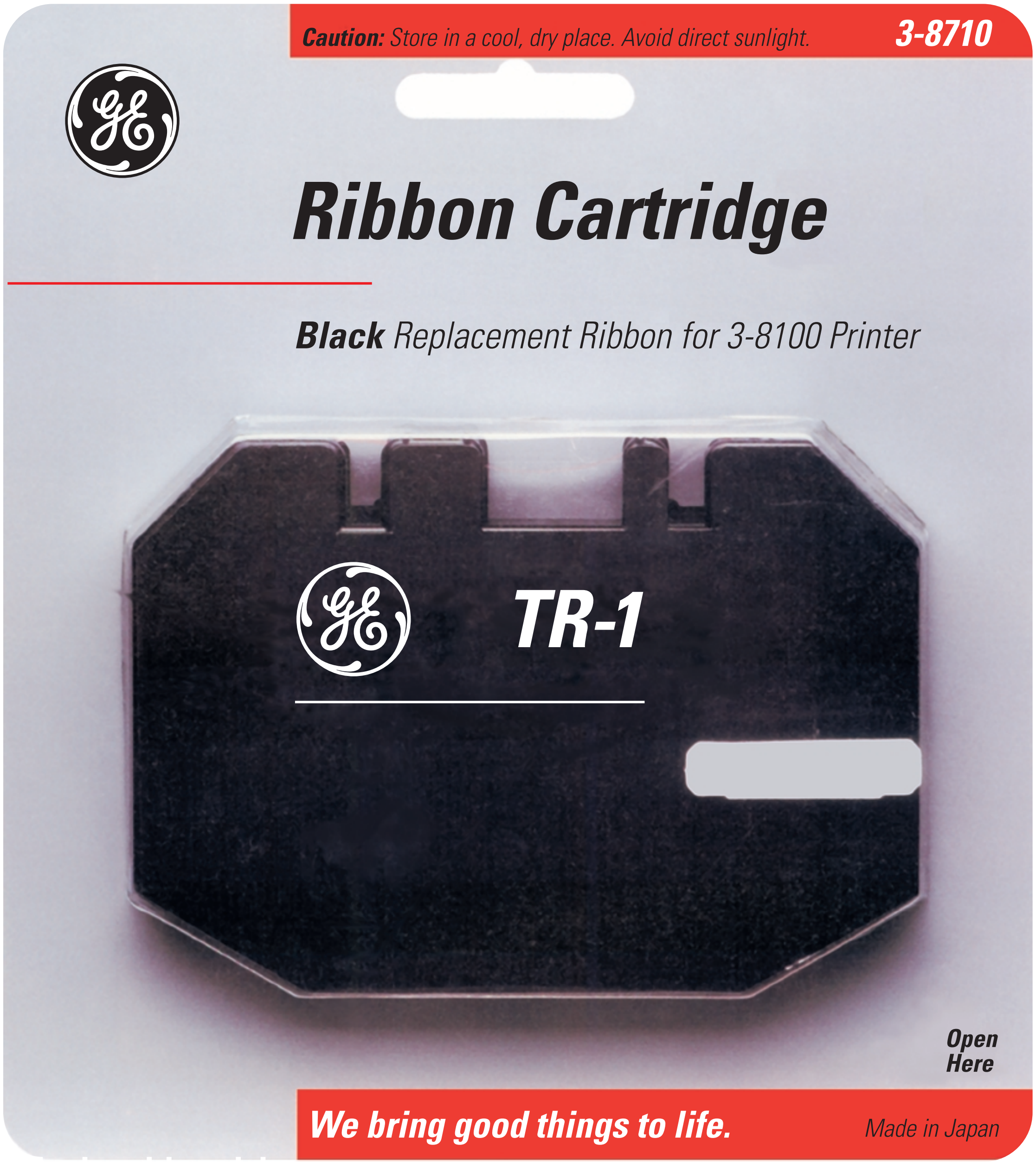

Carry-Cool Portable Room Air Conditioner
We bring good things to life.

This example demonstrates the use of a generic product name in the graphic signature and the use of bars to structure, differentiate, and emphasize information.

The generic product name may be used in the graphic signature when it is the most important information on a package.

Bars may contain supporting typography to differentiate this typography from signature typography and featured typography.

Supporting typography may be structured with flush left and flush right placement within bars and further differentiated with the use of color.

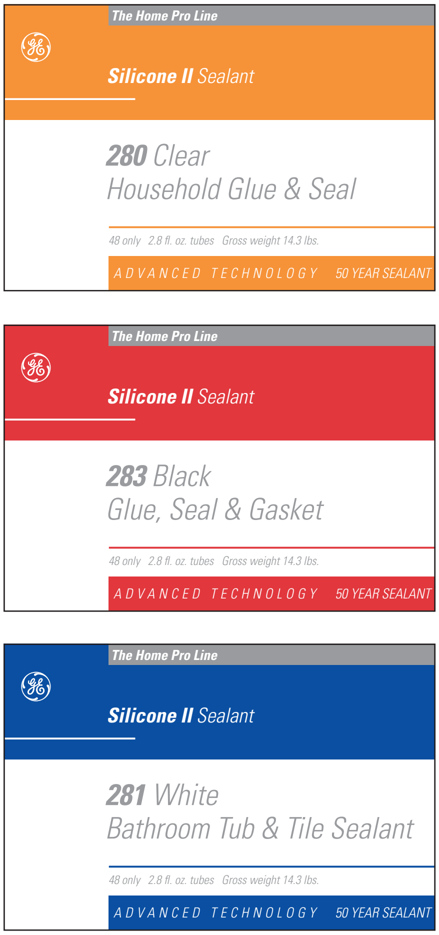

Caution: Store in a cool, dry place. Avoid direct sunlight.
3-8710
Ribbon Cartridge
Black Replacement Ribbon for 3-8100 Printer
TR-1
Open Here
We bring good things to life.
Made in Japan

Bands contain and emphasize the graphic signature and may be used to color code a line of products.

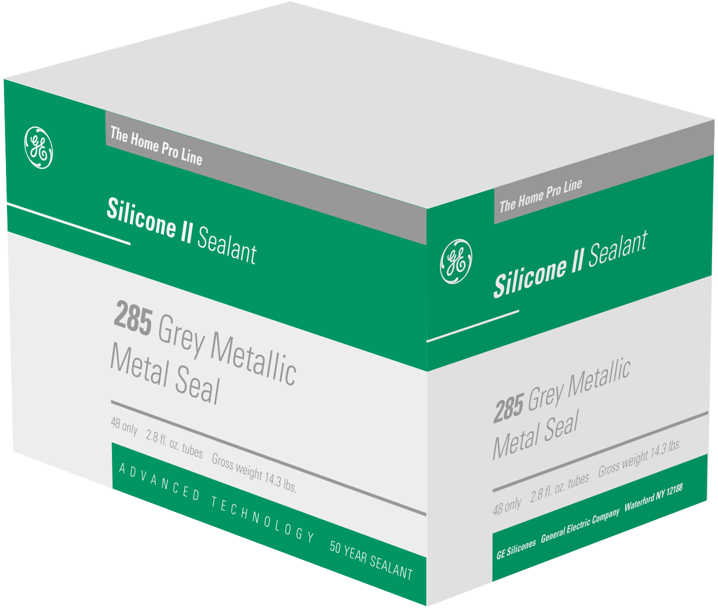
Promotional slogans may be differentiated from other supporting typography by placing them in bars at the top and bottom of a package panel, set in all capital letters and letterspaced, if desired.

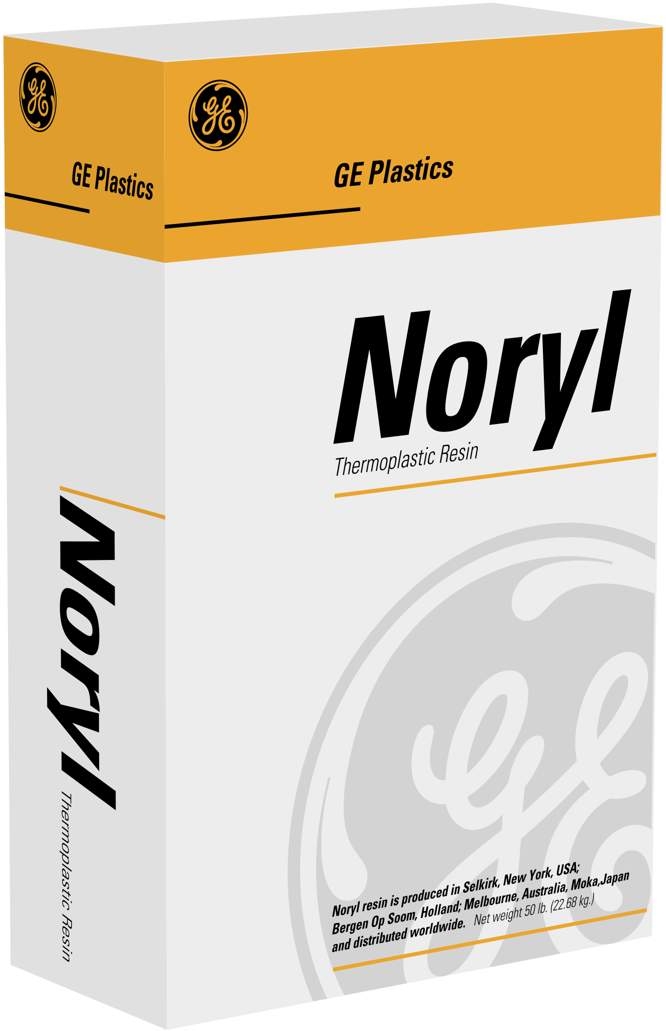
To unify all sides of a package, all elements should be repeated in the same size whenever possible. In the example below, the featured typography fits on the side panel in a smaller size than on the front panel, but all other elements are repeated in the same size.

To unify all packages within a product line, all similar elements should be repeated in the same size, and both Platinum Grey and the second color should be used consistently.


The Home Pro Line
Silicone II Sealant
280 Clear
Household Glue & Seal
48 only 2.8 fl. oz. tubes Gross weight 14.3 lbs.
ADVANCED TECHNOLOGY 50 YEAR SEALANT
The Home Pro Line
Silicone II Sealant
283 Black
Glue, Seal & Gasket
48 only 2.8 fl. oz. tubes Gross weight 14.3 lbs.
ADVANCED TECHNOLOGY 50 YEAR SEALANT
The Home Pro Line
Silicone II Sealant
281 White
Bathroom Tub & Tile Sealant
48 only 2.8 fl. oz. tubes Gross weight 14.3 lbs.
ADVANCED TECHNOLOGY 50 YEAR SEALANT

Bands may be used to color code packaging for a line of products. The corporate colors, Platinum Grey and Laser Red, or colors from the GE color palettes may be used.

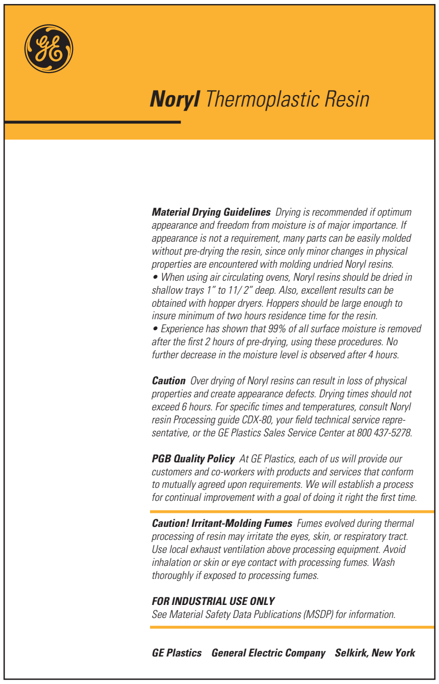

The Home Pro Line
Silicone II Sealant
285 Grey Metallic
Metal Seal
48 only 2.8 fl. oz. tubes Gross weight 14.3 lbs.
ADVANCED TECHNOLOGY 50 YEAR SEALANT
The Home Pro Line
Silicone II Sealant
285 Grey Metallic
Metal Seal
48 only 2.8 fl. oz. tubes Gross weight 14.3 lbs.
GE Silicones General Electric Company Waterford NY 12188


GE Plastics
GE Plastics
Noryl
Thermoplastic Resin
Noryl
Thermoplastic Resin
Noryl resin is produced in Selkirk, New York, USA; Bergen Op Soom, Holland; Melbourne, Australia, Moka,Japan and distributed worldwide. Net weight 50 lb. (22.68 kg.)

The three-quarter version of the Dynamic Monogram may be used for graphic support, reproduced in a subtle color of low contrast to the background.

Featured typography may be placed vertically on narrow side panels to maintain a large size and high visibility. To unify all sides of a package, rules are aligned and appear in the same color.

Featured typography and supporting typography may overprint the Dynamic Monogram if the information remains legible and the Dynamic Monogram is not obscured. In this example, only the supporting typography overprints to avoid obscuring the Dynamic Monogram.



***Noryl** Thermoplastic Resin*

Material Drying Guidelines *Drying is recommended if optimum appearance and freedom from moisture is of major importance. If appearance is not a requirement, many parts can be easily molded without pre-drying the resin, since only minor changes in physical properties are encountered with molding undried Noryl resins.*

- *When using air circulating ovens, Noryl resins should be dried in shallow trays 1" to 11/ 2" deep. Also, excellent results can be obtained with hopper dryers. Hoppers should be large enough to insure minimum of two hours residence time for the resin.*
- *Experience has shown that 99% of all surface moisture is removed after the first 2 hours of pre-drying, using these procedures. No further decrease in the moisture level is observed after 4 hours.*

Caution *Over drying of Noryl resins can result in loss of physical properties and create appearance defects. Drying times should not exceed 6 hours. For specific times and temperatures, consult Noryl resin Processing guide CDX-80, your field technical service representative, or the GE Plastics Sales Service Center at 800 437-5278.*

PGB Quality Policy *At GE Plastics, each of us will provide our customers and co-workers with products and services that conform to mutually agreed upon requirements. We will establish a process for continual improvement with a goal of doing it right the first time.*

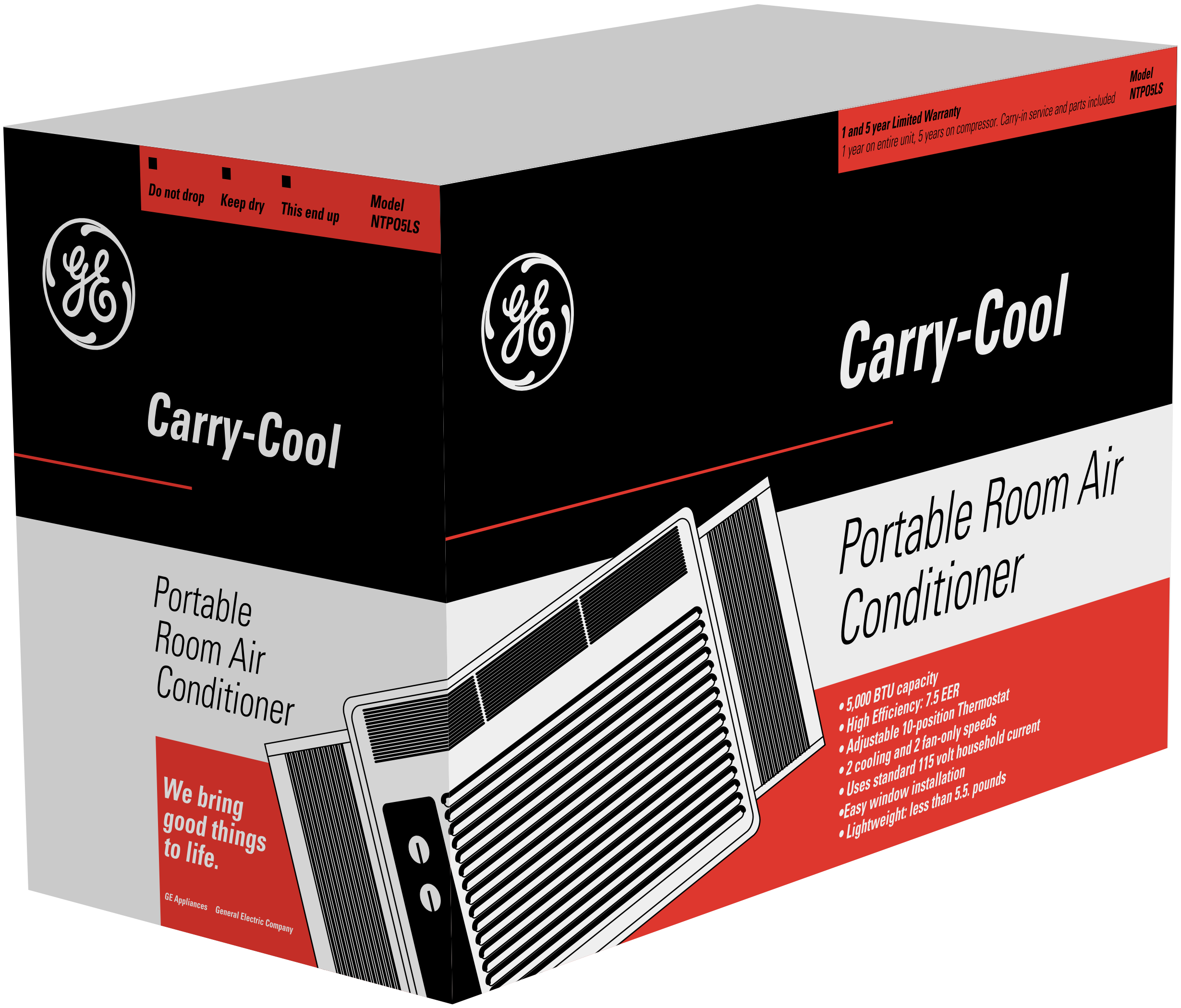
Caution! Irritant-Molding Fumes *Fumes evolved during thermal processing of resin may irritate the eyes, skin, or respiratory tract. Use local exhaust ventilation above processing equipment. Avoid inhalation or skin or eye contact with processing fumes. Wash thoroughly if exposed to processing fumes.*

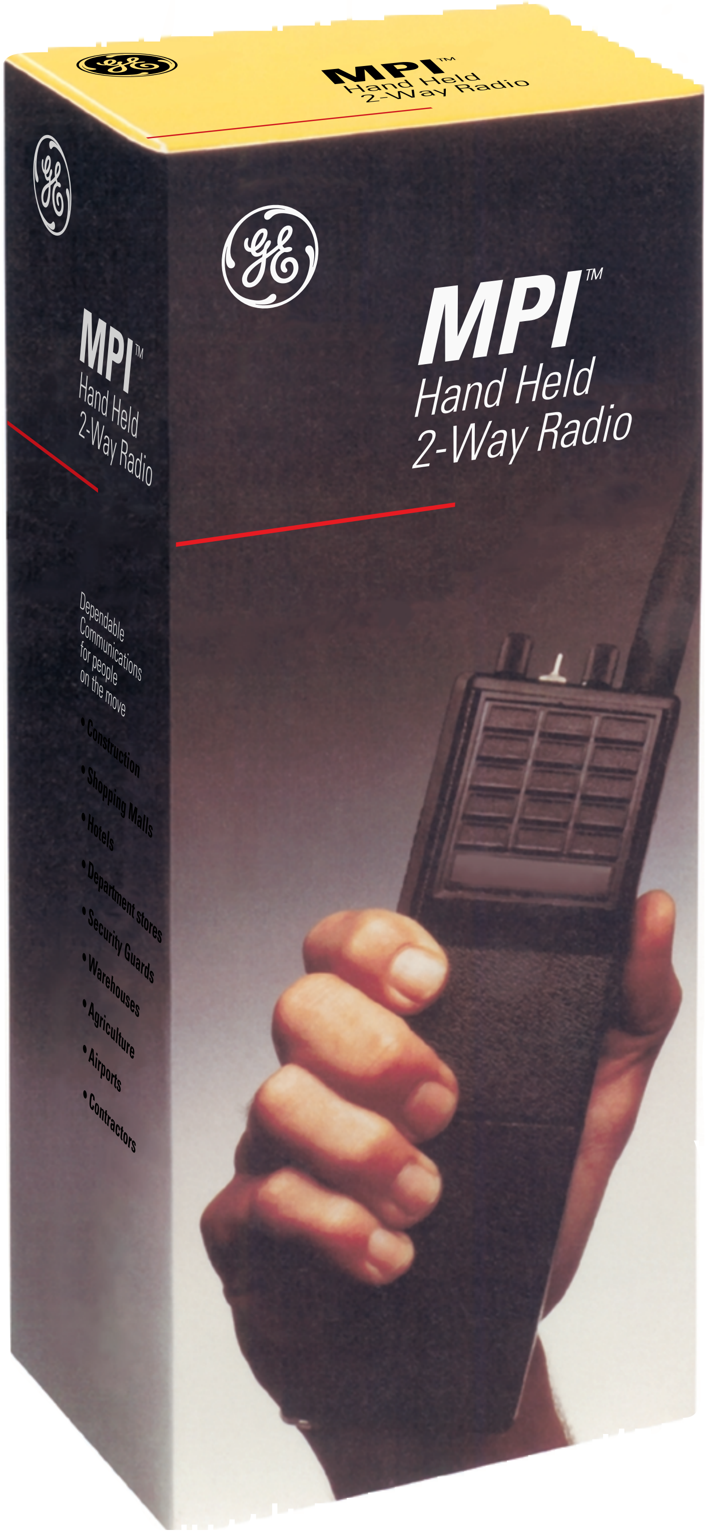
FOR INDUSTRIAL USE ONLY
See Material Safety Data Publications (MSDP) for information.

GE Plastics General Electric Company Selkirk, New York

To enhance legibility, long product use instructions are placed in a layout with a clear left margin whenever possible.

When desired, product illustrations may be used for graphic support. Illustrations may enter the left margin of a package panel and, if needed, may overlap or be overlapped by typography, rules, bands, and bars.


Do not drop
Keep dry
This end up
Model
NTP05LS
Carry-Cool
Portable
Room Air
Conditioner
We bring
good things
to life.
GE Appliances
General Electric Company
1 and 5 year Limited Warranty
1 year on entire unit, 5 years on compressor. Carry-in service and parts included
Model
NTP05LS
Carry-Cool
Portable Room Air
Conditioner
• 5,000 BTU capacity
• High Efficiency: 7.5 EER
• Adjustable 10-position Thermostat
• 2 cooling and 2 fan-only speeds
• Uses standard 115 volt household current
•Easy window installation
• Lightweight: less than 5.5. pounds

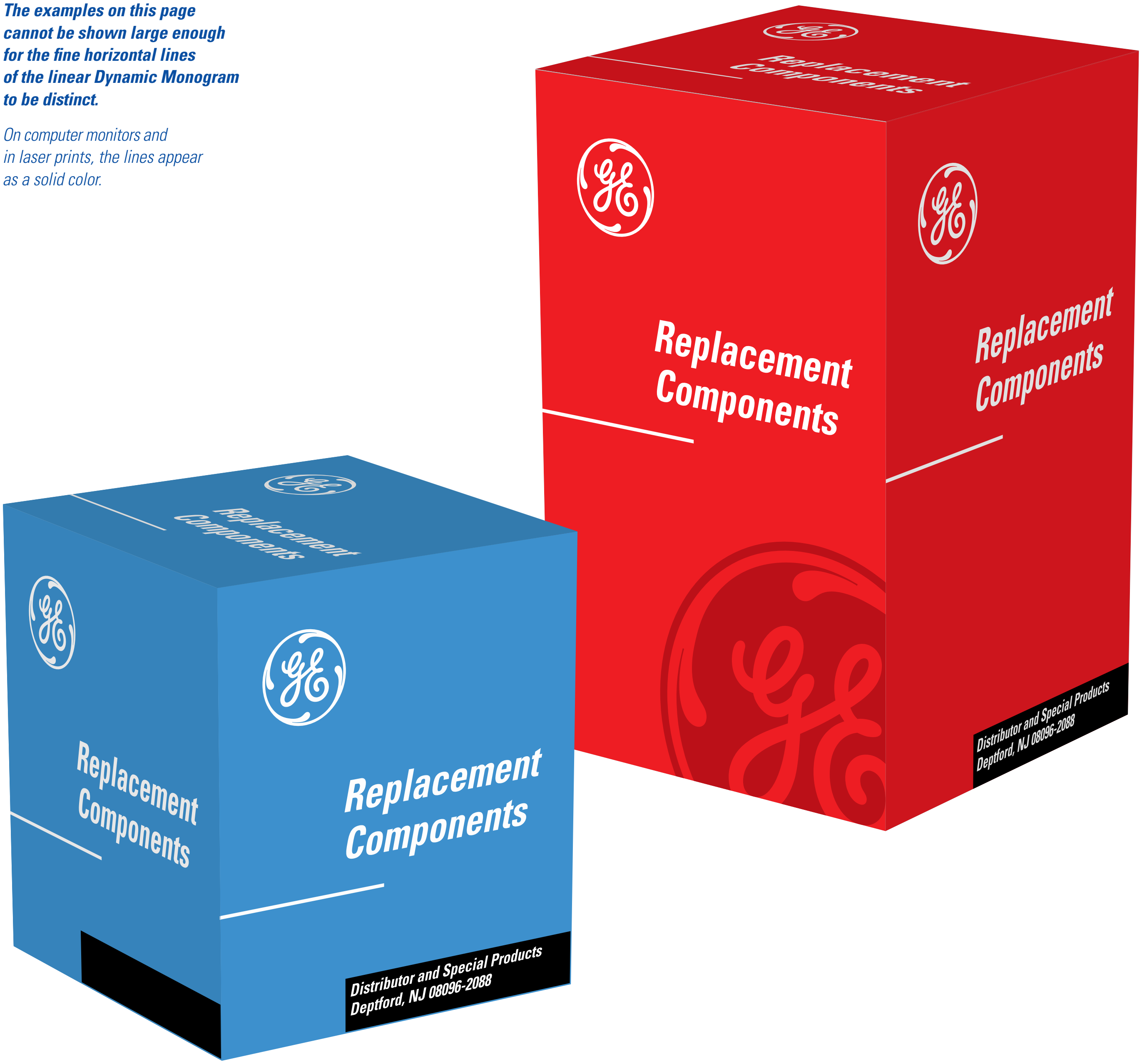

MPI™
Hand Held
2-Way Radio
Dependable
Communications
for people
on the move
• Construction
• Shopping Malls
• Hotels
• Department stores
• Security Guards
• Warehouses
• Agriculture
• Airports
• Contractors

Product photography may also be used for graphic support. Photographs may enter the left margin and may be overlapped by typography, but they should not be combined on a package panel with a product illustration or a Dynamic Monogram.

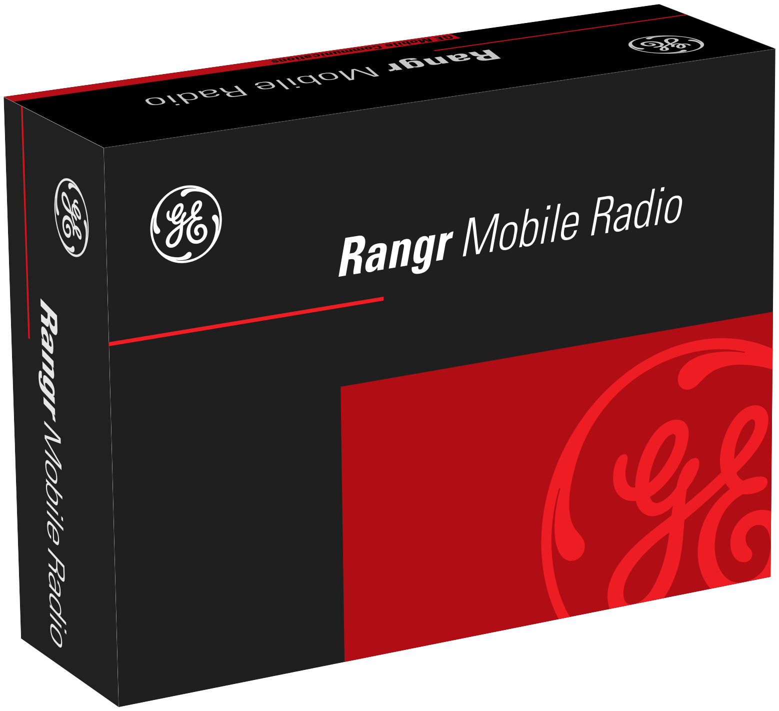
The circular version of the linear Dynamic Monogram may be used for graphic support when the number of colors printed on a package is limited. This version is recommended for use on square and vertically oriented package panels.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

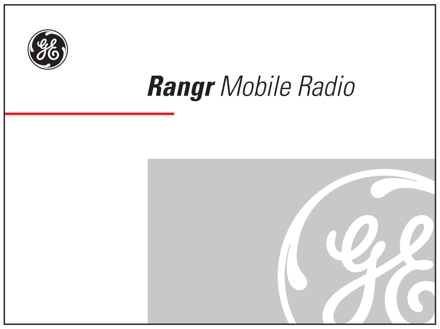
On computer monitors and in laser prints, the lines appear as a solid color.

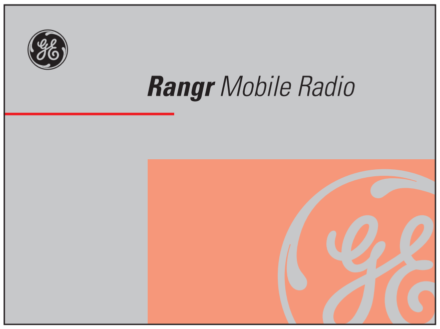

Replacement Components
Replacement Components
Replacement Components
Distributor and Special Products
Deptford, NJ 08096-2088
Replacement Components
Replacement Components
Replacement Components
Distributor and Special Products
Deptford, NJ 08096-2088

When desired, the bar version of the linear Dynamic Monogram may be used for graphic support. Recommended for square and horizontally oriented packages, it should bleed at the right and bottom edges of a package panel and be cropped at the left to align with signature typography.



To create lighter letters/curlicues on a dark-colored package, the bar version of the linear Dynamic Monogram may be reproduced in the same dark background color (in this example, black) against a Laser Red bar.





The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.

When Laser Red is used in the linear versions of the Dynamic Monogram against white or grey backgrounds, the color may appear pink.

Packaging outside the U.S.A.

Packages containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the available space makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

Corporate Trademarks & Trade Names in Packaging in the United Kingdom

Producer Product Packaging

Both the corporate trademark and trade name must carry an indication that the mark or name is that of the U.S. Company. Thus, unless the U.S. origin of the product is clearly apparent from other words such as "New York" or "America," follow both of these rules:

- The marks must either
  - have "USA" (without periods) clearly legible under the Monogram
  - be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A.**

- The name "GE," "General Electric," or "General Electric Company" must *always* be qualified by the addition of "of U.S.A." or "of America."

Packaging for Products with Visible Trademarks

Follow the guidelines for "Producer Product Packaging," at the left.

In cases where the products are too small or where it is practically impossible to add anything to the Monogram on the product (for example, on light bulbs), the mark may be used on the product as in the U.S.A., but in addition the packaging *must* contain disclaimers of connection with the General Electric Company p.l.c. Thus, follow both of these rules:

- The marks must be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- The name "GE," "General Electric," or "General Electric Company" must *always* be qualified by the addition of "U.S.A."

Packaging for Commercial Equipment

Follow the guidelines for disclaiming connection with GEC described under "Packaging for Products with Visible Trademarks," above.

Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the corporate trademarks on product packaging. References on customers' packages to the products supplied by GE should be confined to nonprominent use of the name "GE" in a factual statement, such as "Equipped with GE motor."

Shipping Cases & Cartons

The shipping cases and cartons standards apply to all packaging used to transport the GE brand of products, including those marketed under both the name "GE" and a secondary brand name.

For guidelines on point-of-sale packaging, see document **220**, *Packaging.*

These standards provide a plan for featuring graphic signatures prominently and consistently in all shipping cases and cartons. They also help to

- **simplify and clarify** information on shipping cases and cartons by standardizing its presentation
- **provide flexibility** to accommodate varying amounts and kinds of information
- **rationalize and organize** information by ranking it according to relative importance and presenting each rank consistently
- **modernize and streamline** shipping cases and cartons by
  - *using*
    - a grid
    - rules and bars
    - a minimum number of type styles and sizes
  - *eliminating*
    - unnecessary promotional devices
    - secondary product design marks
- **unify** shipping cases and cartons so that each draws from and contributes to the strength of the GE identity
- **reduce cost** through the use of common design standards

Contents

Guidelines **230**.02

Information Matrix **230**.06

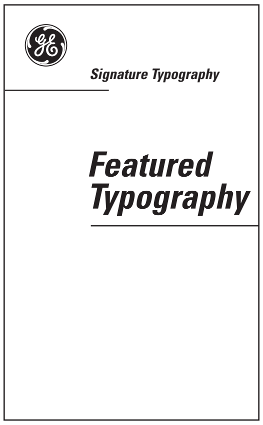
Examples **230**.10

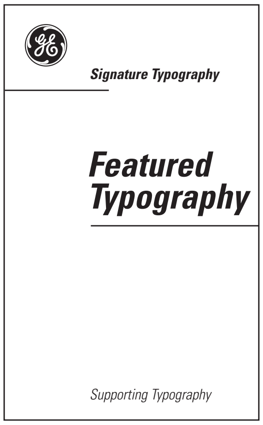
Shipping Cases & Cartons outside the U.S.A. **230**.90

OEM Shipping Cases & Cartons **230**.91

Because the nature, quantity, and relative importance of information appearing on shipping cases and cartons varies, the first step in designing such a package is to identify and prioritize the required information.

- **Identify all information required on the package,** including any of the following:
  - communicative name
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - quantity and/or weight of contents
  - product features
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - promotional slogans
  - identification block with, for example, the
    - · communicative name (such as "GE Lighting")
    - · legal name (such as "General Electric Company")
    - · address
  - place of manufacture, if required
- **Prioritize information** according to individual case or carton requirements, using only two categories:
  - ***critical information*** that requires emphasis and high visibility
  - ***all other information***





Place the critical information in either or both
- the graphic signature
- the featured position below the graphic signature

- **Place only *one* of the following in the signature typography:**
  - communicative name
  - secondary word mark
  - generic product name
  - secondary word mark + generic product name
  - the slogan, "We bring good things to life."
- **Use any of the following as featured typography:**
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - any combination of the above
  - the slogan, "We bring good things to life."
- **Further emphasize signature typography and featured typography by using either or both**
  - large type
  - bold type (Univers 68)

Place all other information in a supporting position, separated from signature and featured typography.

- **Use any of the following as supporting typography:**
  - product number
  - product size, style, or color
  - any promotional slogan
  - quantity and/or weight of contents
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - identification block
- **Further deemphasize supporting typography by using either or both**
  - small type
  - light type (Univers 48)

continued

Use the compact signature at the top of each printed panel.

- **Size the capital height** (CH) of the signature typography to equal ¼, ⅓, ½, or ¾ the diameter (D) of the signature Monogram.

For more information on the compact signature, see document **131**, *Graphic Signatures,* pages 13 and 14.

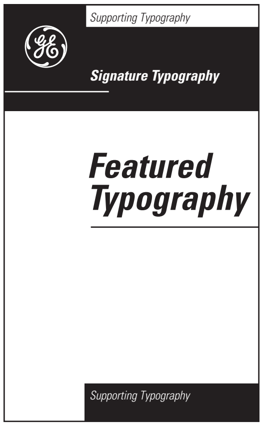
For guidelines on the use and specification of signature typography, see document **131**, *Graphic Signatures,* pages 31 to 35.

- **Other graphic signatures may be used:**
  - primary signature
  - vertical signature
  - special signatures (only if required)

Use Univers 68 and Univers 48 for most typography.

- **Use Univers 68** for signature typography. Note: When a graphic signature contains both a secondary word mark and a generic product name, use Univers 48 for the generic product name.
- **Use Univers 68 and Univers 48** for featured typography and supporting typography.
- **Use Univers 47** for warranties and instructions.
- **Do not use** the ITC New Baskerville series (except in consumer shipping cases and cartons, provided high-quality reproduction is used).
- **Limit the number of type sizes** on a case or carton and select ones that are distinctly different from each other. Generally, use no more than three sizes.

For more information on the use and specification of the Univers series, see document **133**, *Typography,* pages 02 and 03.



Use a layout with a clear left margin determined by the position of the signature typography.

- **Position signature typography** to the right of the signature Monogram, separated by a space equal to at least ¼ the diameter of the signature Monogram. When space is extremely limited, signature typography may align with the right edge of the signature Monogram.
- **Align** all featured typography, supporting typography, rules, and bars flush left with the signature typography. Note: If necessary, illustrations, bar codes, and bands of color may appear in the left margin.
- **Use a generous left margin** to prevent typography from appearing to be horizontally centered in the panel.

Use rules outside the graphic signature to structure and emphasize featured and supporting typography.

- **Use rules either as**
  - *dividers* between information
  - *underlines* to emphasize information
- **For all rules on the case or carton,** use a weight (thickness) that is either
  - *the same as the Laser Line* in the graphic signature
  - *distinctly heavier* (thicker) than the Laser Line
- **Use the space** between the signature typography and the Laser Line as the amount of space between featured or supporting typography and rules that function as underlines.

Use bars to structure, differentiate, and emphasize featured and supporting typography.

- **Size bars** to be significantly heavier, or thicker, than rules—at least half the diameter of the Monogram in depth.
- **Begin bars** flush at the left margin and bleed at the right edge and either the top or bottom edge of a panel. Generally, when a bar is used at the top of a panel, keep the bottom of the bar above the top of the signature Monogram.

continued

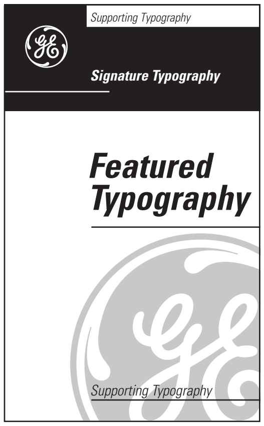
Use bands to contain and emphasize the graphic signature and supporting typography, if desired.

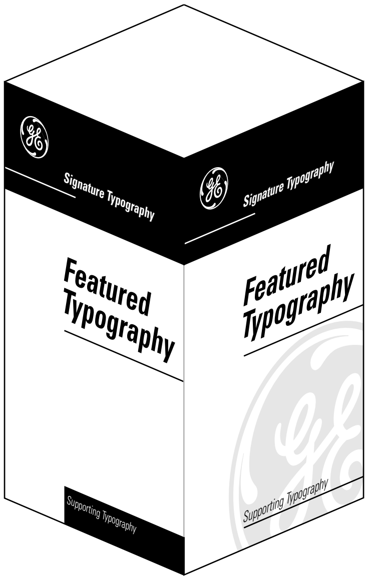
- **Connect bands** around all panels and bleed at the top edge of each panel.
- **Use color in bands** when color coding is required.

Use the linear version of the Dynamic Monogram for graphic support, if desired, as shown on pages 11 to 13.

- **Use either**
  - *the circular version*, which may extend into the left margin but not beyond the right edge of the signature Monogram
  - *the bar version,* which is aligned with the beginning of the signature typography
- **Bleed either version at the right and bottom edges of a panel.** Do not wrap the remainder of the Dynamic Monogram around panel edges.
- **Featured and supporting typography and rules may overlap the Dynamic Monogram** if the information remains legible. To help maintain the legibility of overlapping typography, use a second color in the Dynamic Monogram. Note: Do not overlap the Dynamic Monogram with a heavy (thick) bar.

The linear Dynamic Monograms are provided in GE Logo Font, available from the GE Identity Website or Hotline.





Use product illustrations for graphic support in place of the Dynamic Monogram, if desired.
Do not combine the Dynamic Monogram with an illustration on the same panel.

Use color correctly.

- *In graphic signatures,* use the corporate colors or black whenever possible. Note: Do not use Platinum Grey on kraft-colored stock because it provides insufficient contrast.
- *In either version of the linear Dynamic Monogram,* use black or a dark color against kraft-colored stock.
- *In other elements,* including featured and supporting typography, rules, bars, bands, and backgrounds, repeat colors used in the graphic signature or use any appropriate color, including those from the GE color palettes, that provides sufficient contrast to the background.

For guidelines on color, see document **132**, *Color.*

GE color samples are available from the GE Identity Website or Hotline.

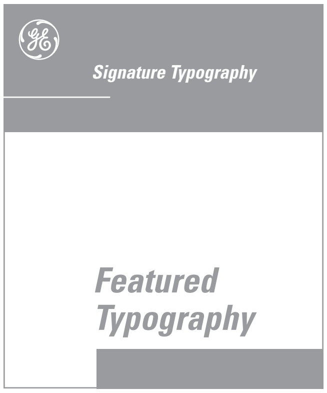
Unify all sides of a shipping case or carton by consistently repeating elements.

- **Use a graphic signature on each printed panel** with the same size of signature Monogram and the same thickness of Laser Line. Horizontally align the signatures.
- **Use the same size of signature typography,** aligned horizontally, in each graphic signature whenever possible. Narrow side panels may require smaller signature typography than front and back panels.
- **Repeat featured typography and supporting typography** as necessary and, if possible, use the same size and placement on each panel.
  - *Use rules, bars, and bands* of consistent thicknesses.
  - *Use the fewest number of type sizes* required to differentiate the information.

continued

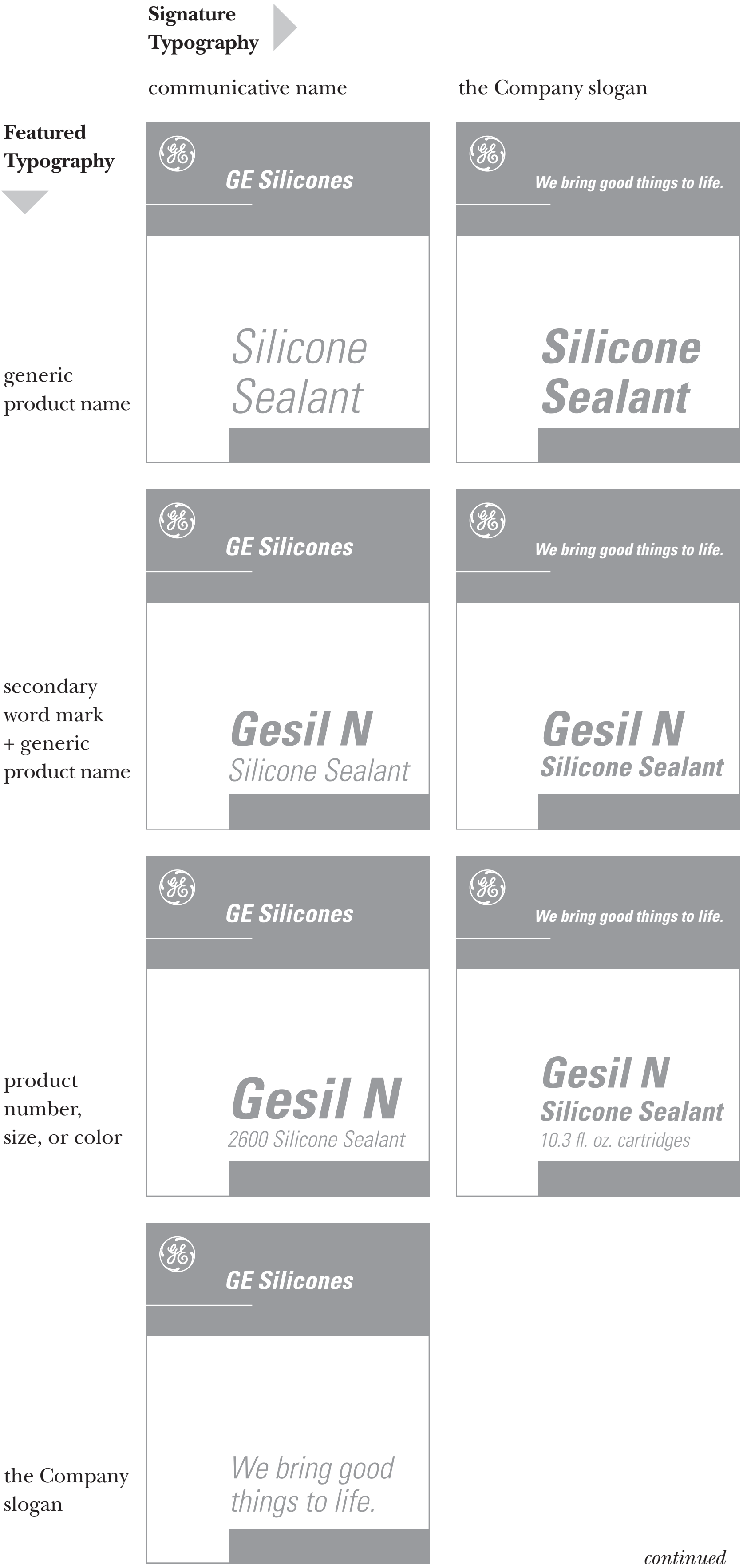
Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.


Signature Typography
Featured Typography

The content of signature typography and featured typography may vary, depending on the requirements of each shipping case or carton.

The examples shown in the information matrix demonstrate a typical range of possibilities for the content of these information categories.


Signature Typography
communicative name
the Company slogan
Featured Typography
generic product name
GE Silicones
Silicone Sealant
We bring good things to life.
Silicone Sealant
secondary word mark + generic product name
GE Silicones
Gesil N
Silicone Sealant
We bring good things to life.
Gesil N
Silicone Sealant
product number, size, or color
GE Silicones
Gesil N
2600 Silicone Sealant
We bring good things to life.
Gesil N
Silicone Sealant
10.3 fl. oz. cartridges
the Company slogan
GE Silicones
We bring good things to life.

continued

Signature Typography ▶

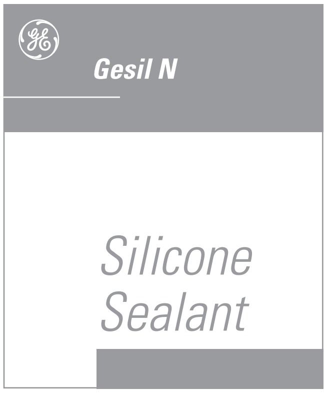
secondary word mark

generic product name

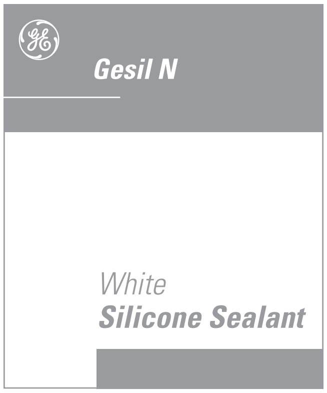
secondary wordmark + generic product name

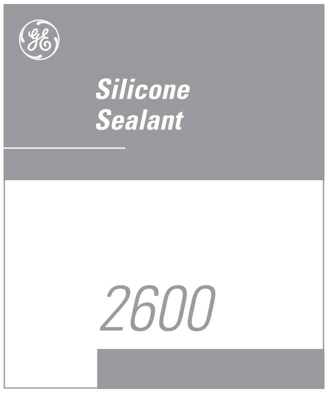
Featured Typography ▼

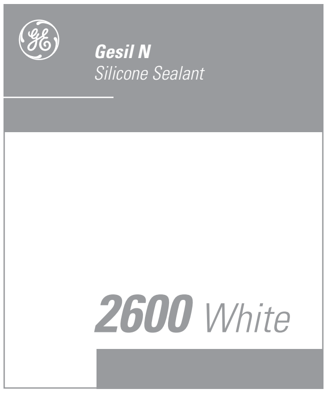
generic product name


Gesil N
Silicone Sealant

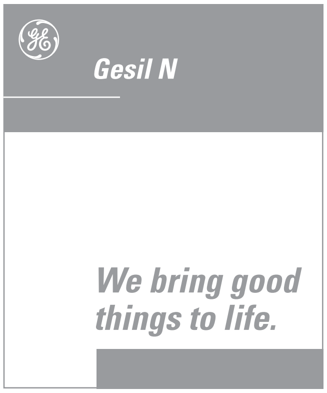
product number, size, or color

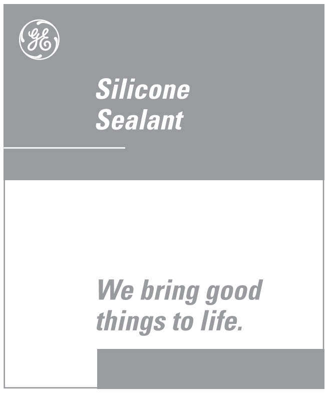

Gesil N
White
Silicone Sealant

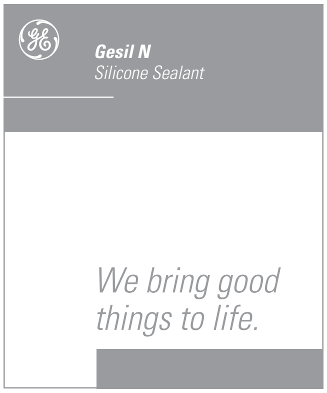

Silicone Sealant
2600

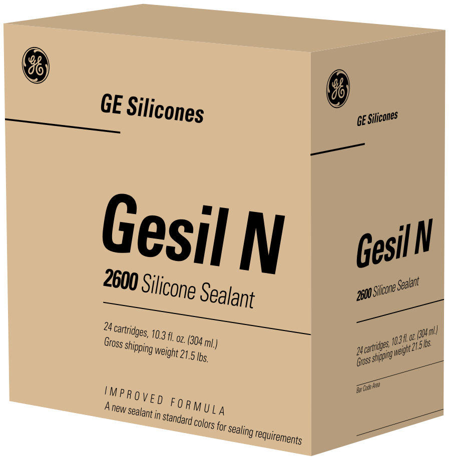

Gesil N
Silicone Sealant
2600 White

the Company slogan


Gesil N
We bring good things to life.


Silicone Sealant
We bring good things to life.


Gesil N
Silicone Sealant
We bring good things to life.


GE Silicones
Gesil N
2600 Silicone Sealant
24 cartridges, 10.3 fl. oz. (304 ml.)
Gross shipping weight 21.5 lbs.
IMPROVED FORMULA
A new sealant in standard colors for sealing requirements
GE Silicones
Gesil N
2600 Silicone Sealant
24 cartridges, 10.3 fl. oz. (304 ml.)
Gross shipping weight 21.5 lbs.
Bar Code Area

These examples demonstrate the use of rules, bars, and bands to structure, differentiate, and emphasize information.

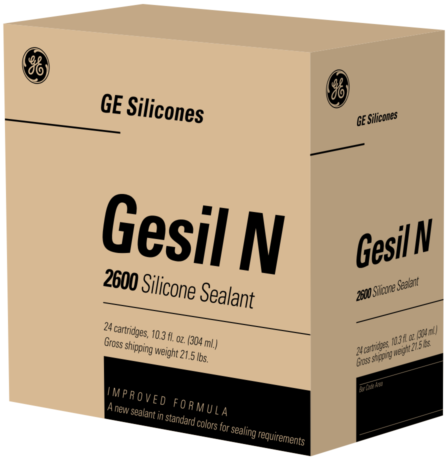
Rules may be used as underlines to emphasize featured typography and as dividers to structure supporting typography.

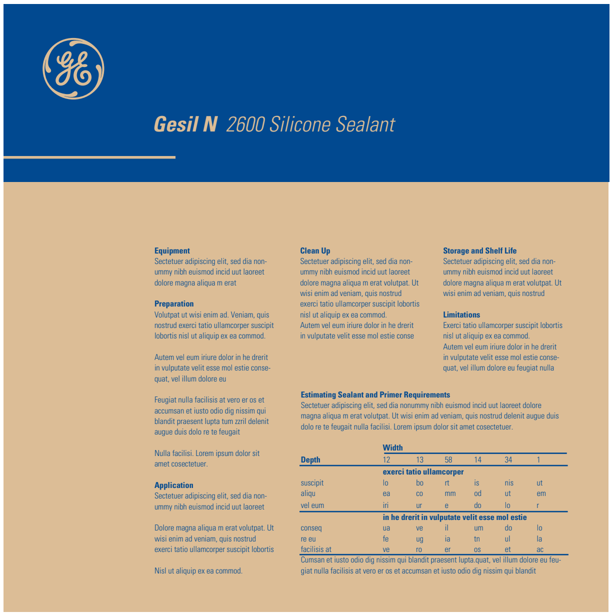
Bars may be added to help emphasize supporting typography and differentiate it from featured typography.

Bands contain and emphasize the graphic signature. When color coding is required on a one-color package, the graphic signature is reversed out of the band, allowing the kraft carton color to show through.

Featured typography may be emphasized with large and/or bold (Univers 68) type.

Promotional slogans may be differentiated from other supporting typography by being reversed out of a bar, set in all capital letters, or letterspaced.


GE Silicones
Gesil N
2600 Silicone Sealant
24 cartridges, 10.3 fl. oz. (304 ml.)
Gross shipping weight 21.5 lbs.
IMPROVED FORMULA
A new sealant in standard colors for sealing requirements
GE Silicones
Gesil N
2600 Silicone Sealant
24 cartridges, 10.3 fl. oz. (304 ml.)
Gross shipping weight 21.5 lbs.
Bar Code Area


Gesil N 2600 Silicone Sealant

Equipment
Sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat

Preparation
Volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod.

Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu

Feugiat nulla facilisis at vero er os et accumsan et iusto odio dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait

Nulla facilisi. Lorem ipsum dolor sit amet cosectetuer.

Application
Sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet

Dolore magna aliqua m erat volutpat. Ut wisi enim ad veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis

Nisl ut aliquip ex ea commod.

Clean Up
Sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat. Ut wisi enim ad veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod.
Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie conse

Storage and Shelf Life
Sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat. Ut wisi enim ad veniam, quis nostrud

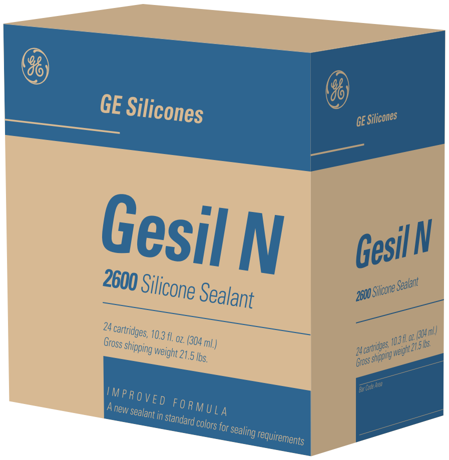
Limitations
Exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod.
Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla

Estimating Sealant and Primer Requirements
Sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat. Ut wisi enim ad veniam, quis nostrud delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit amet cosectetuer.

	Width					
Depth	12	13	58	14	34	1
	exerci tatio ullamcorper					
suscipit	lo	bo	rt	is	nis	ut
aliqu	ea	co	mm	od	ut	em
vel eum	iri	ur	e	do	lo	r
	in he drerit in vulputate velit esse mol estie					
conseq	ua	ve	il	um	do	lo
re eu	fe	ug	ia	tn	ul	la
facilisis at	ve	ro	er	os	et	ac

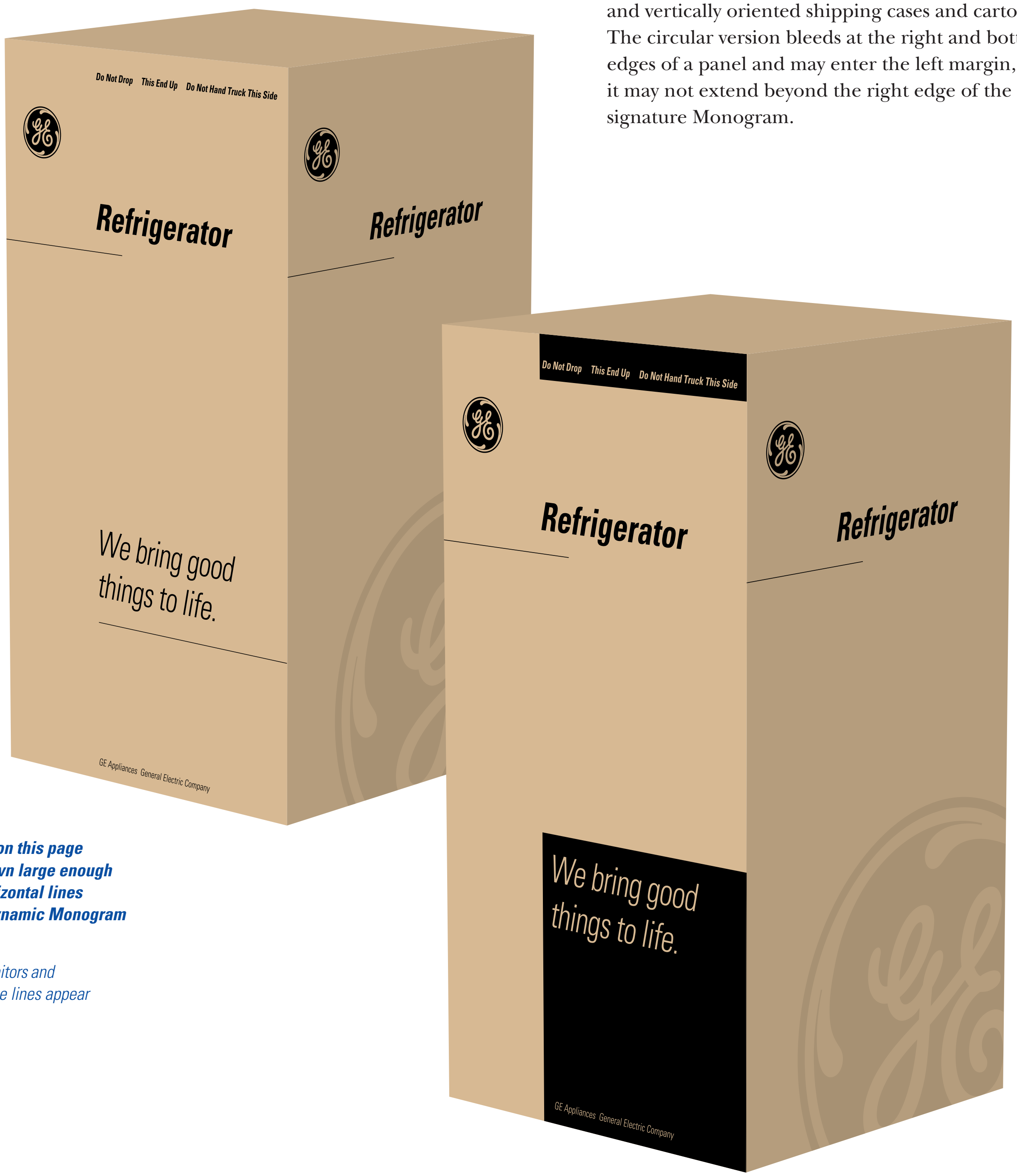
Cumsan et iusto odio dig nissim qui blandit praesent lupta.quat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio dig nissim qui blandit

To enhance legibility, long product use instructions are placed in a layout with a clear left margin whenever possible.


GE Silicones
Gesil N
2600 Silicone Sealant
24 cartridges, 10.3 fl. oz. (304 ml.)
Gross shipping weight 21.5 lbs.
IMPROVED FORMULA
A new sealant in standard colors for sealing requirements
GE Silicones
Gesil N
2600 Silicone Sealant
24 cartridges, 10.3 fl. oz. (304 ml.)
Gross shipping weight 21.5 lbs.
Bar Code Area

Either of two versions of the linear Dynamic Monogram may be used for graphic support: the circular version, shown on this page, or the bar version, shown on page 12.

The circular version is recommended for square and vertically oriented shipping cases and cartons. The circular version bleeds at the right and bottom edges of a panel and may enter the left margin, but it may not extend beyond the right edge of the signature Monogram.

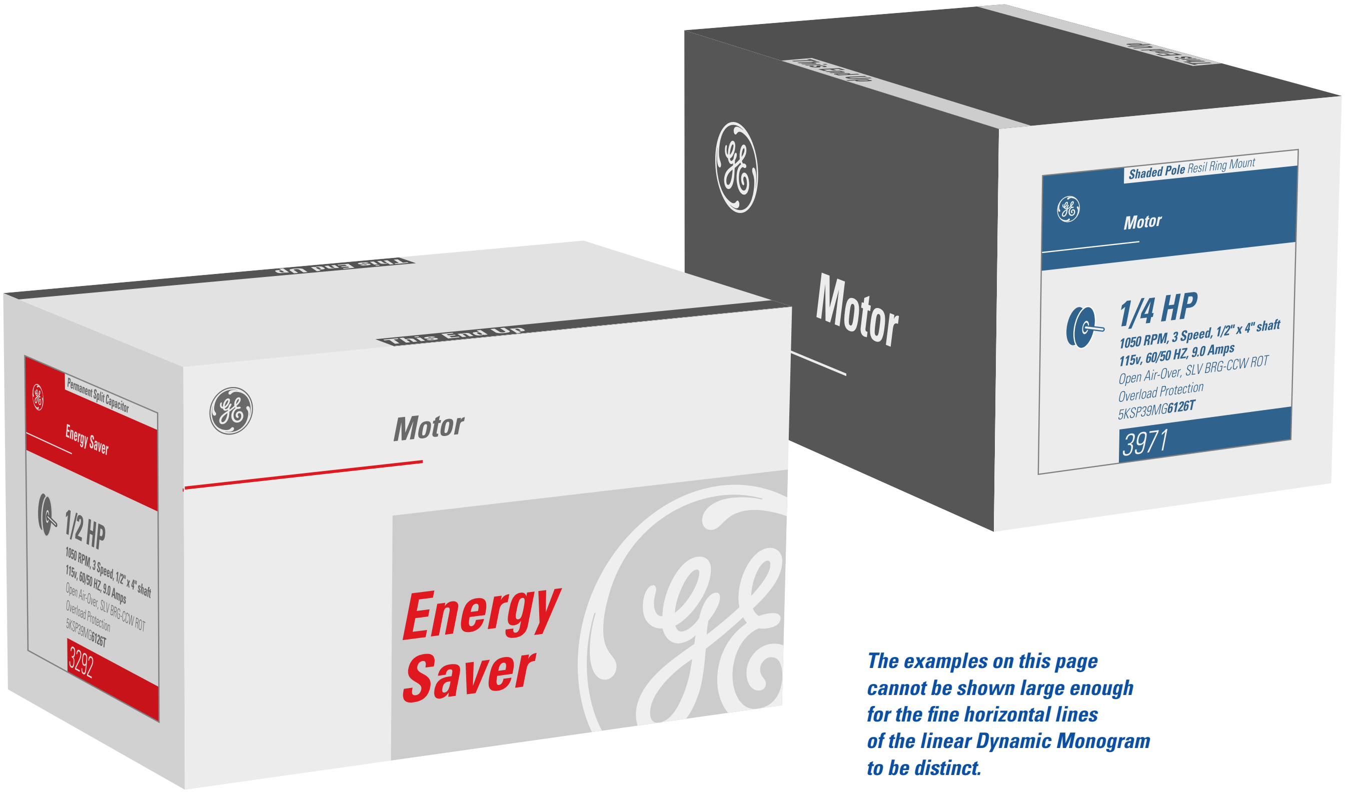

Do Not Drop
This End Up
Do Not Hand Truck This Side
Refrigerator
Refrigerator
We bring good things to life.
GE Appliances General Electric Company
Do Not Drop
This End Up
Do Not Hand Truck This Side
Refrigerator
Refrigerator
We bring good things to life.
GE Appliances General Electric Company

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.

The bar version of the linear Dynamic Monogram aligns with signature typography.

Featured typography and supporting typography may overlap the Dynamic Monogram if the information remains legible and the Monogram is not obscured. To help maintain legibility of typography that overlaps the Dynamic Monogram, a second color is recommended.

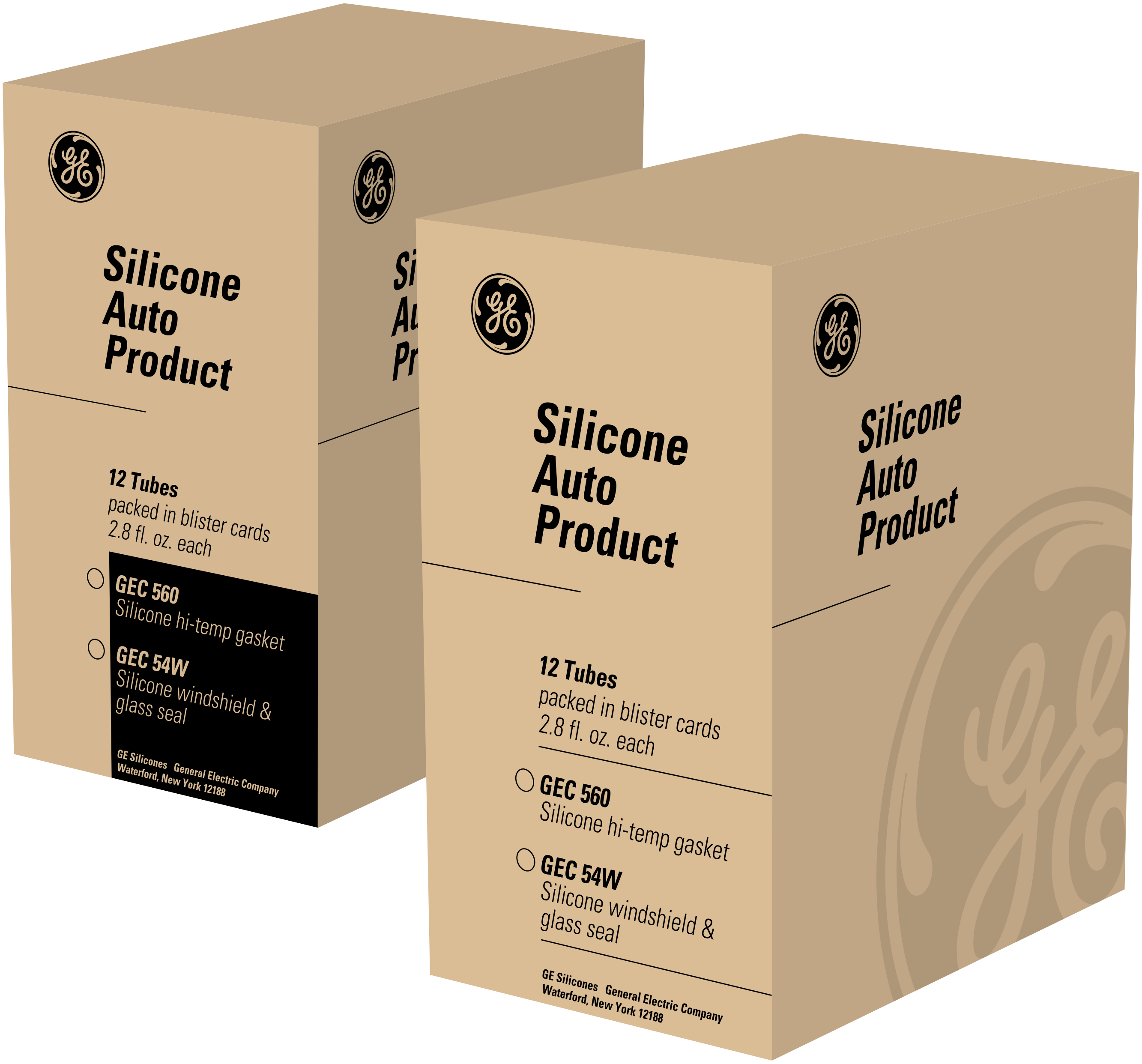

This End Up
This End Up
Permanent Split Capacitor
Energy Saver
1/2 HP
1050 RPM, 3 Speed, 1/2" x 4" shaft
115v, 60/50 HZ, 9.0 Amps
Open Air-Over, SLV BRG-CCW ROT
Overload Protection
5KSP39MG6126T
3292
Motor
Energy Saver
This End Up
This End Up
Motor
Shaded Pole Resil Ring Mount
Motor
1/4 HP
1050 RPM, 3 Speed, 1/2" x 4" shaft
115v, 60/50 HZ, 9.0 Amps
Open Air-Over, SLV BRG-CCW ROT
Overload Protection
5KSP39MG6126T
3971

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.

A contents checklist on the side panel of a shipping case or carton may be separated and differentiated from other typography by rules or bars.

An open circle, which is visually compatible with the Monogram, may be used as the check mark area. Usually, all typography aligns flush left, and the open circles are positioned within the left margin.


Silicone Auto Product
12 Tubes
packed in blister cards
2.8 fl. oz. each
GEC 560
Silicone hi-temp gasket
GEC 54W
Silicone windshield & glass seal
GE Silicones General Electric Company
Waterford, New York 12188
Silicone Auto Product
12 Tubes
packed in blister cards
2.8 fl. oz. each
GEC 560
Silicone hi-temp gasket
GEC 54W
Silicone windshield & glass seal
GE Silicones General Electric Company
Waterford, New York 12188
Silicone Auto Product

Shipping Cases & Cartons outside the U.S.A.

Shipping cases and cartons containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the space available makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document **121**, *Primary Trademarks & Service marks,* page 06.

Corporate Trademarks & Trade Names in Shipping Cases & Cartons in the United Kingdom

Producer Product Shipping Cases & Cartons
Both the corporate trademark and trade name must carry an indication that the mark or name is that of the U.S. Company. Thus, unless the U.S. origin of the product is clearly apparent from other words such as "New York" or "America," follow both of these rules:

- The marks must either
  - have "USA" (without periods) clearly legible under the Monogram
  - be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A.**

- The name "GE," "General Electric," or "General Electric Company" must *always* be qualified by the addition of "of U.S.A." or "of America."

Shipping Cases & Cartons for Products with Visible Trademarks
Follow the guidelines for "Producer Product Shipping Cases & Cartons," at the left.

In cases where the products are too small or where it is practically impossible to add anything to the Monogram on the product (for example, on light bulbs), the mark may be used on the product as in the U.S.A., but in addition the packaging *must* contain disclaimers of connection with the General Electric Company p.l.c. Thus, follow both of these rules:

- The marks must be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- The name "GE," "General Electric," or "General Electric Company" must *always* be qualified by the addition of "U.S.A."

Shipping Cases & Cartons for Commercial Equipment
Follow the guidelines for disclaiming connection with GEC described under "Shipping Cases & Cartons for Products with Visible Trademarks," above.

Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the corporate trademarks on shipping cases and cartons. References on customers' packages to the products supplied by GE should be confined to nonprominent use of the name "GE" in a factual statement, such as "Equipped with GE motor."

Marketing
Communications

Advertising	*241*
Recruitment Advertising	*242*
Promotional Brochures	*243*
Product Literature	*244*
Promotional Materials	*245*
Exhibits	*247*
Presentation Materials	*248*

Advertising

These standards apply to the advertising of
- **the Company** and its
  - components
  - subcomponents
  - licensed affiliates
- **the GE brand of products and services**

The advertising standards provide a plan for featuring graphic signatures prominently and consistently in all advertising media. In addition, they help to

- **unify** the advertising of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **streamline and modernize** the look of advertising by standardizing signature use and eliminating unnecessary or outdated graphic support elements
- **create synergy** in advertising through consistent use of typography
- **communicate specific attributes** of high technology, dynamism, innovation, and professionalism
- **provide flexibility** to accommodate different kinds of information and communication needs

The results of research that tested the GE Identity Program advertising standards in typical consumer advertisements suggest that the objectives for which the standards were created have been achieved. Specifically, in comparison to consumers who viewed advertisements prepared without the standards, consumers who viewed print advertisements created according to the advertising standards had the following responses:

- They more often noted the Monogram with the theme line, “We bring good things to life.”
- They had a more positive impression of the Company, considering GE to be
  - professional
  - a high-technology company
  - innovative and forward thinking
  - known for research and development
  - a source of safe products and services
- They felt the advertisements had greater aesthetic appeal and were more attractive, colorful, and eye catching.

Contents

Print Advertising

Guidelines **241**.02
World Wide Web Site References **241**.05
Examples **241**.10

Outdoor Advertising **241**.50

Broadcast Advertising **241**.60

Yellow Pages Advertising

Guidelines **241**.70
Examples **241**.71

White Pages Listings **241**.80

Advertising outside the U.S.A. **241**.90

The advertising standards consist of three basic guidelines:

1. Use a graphic signature in all advertising according to the following standards:

- ***Use any of the basic signature arrangements:***

- Primary signature. Because the primary signature is preferred in all program applications, its use in advertising helps relate this medium to others such as sales promotion materials, product literature, and packaging. However, where space is limited, the other graphic signatures may be used. For primary signature construction drawings and guidelines, see document **131**, *Graphic Signatures,* pages 11 and 12.

- Compact signature. The compact signature is identical to the primary signature except that the signature elements may be positioned closer to each other. For compact signature construction drawings and guidelines, see document **131**, *Graphic Signatures,* pages 13 and 14.

- Vertical signature. This signature may be used when the advertising format is narrow or when vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography.
  For vertical signature construction drawings and guidelines, see document **131**, *Graphic Signatures,* pages 15 and 16.

- ***Use all three elements of the graphic signature***— the signature Monogram, signature typography, and the Laser Line. Do not delete any element.

- ***Bleed the Laser Line*** left off the advertising format. When this is not possible, begin the Laser Line
  - at the left margin
  - flush left with the left column of copy
  - flush with the left edge of the signature Monogram

- ***Keep the clear space within and surrounding the signature free from typography, photographs, illustrations, conflicting patterns, or the trim edge of the advertisement.*** In particular, do not allow text to appear directly to the right of the signature Monogram. For more information on the minimum clear space required around each signature, see document **131**, *Graphic Signatures.*

- ***Reproduce graphic signatures in correct colors,*** according to the guidelines in document **132**, *Color.*

continued

- ***Limit the content of the graphic signature (the message contained in the signature typography) to the following:***

In commercial and industrial advertising, use

GE Aircraft Engines
We bring good things to life.

- the communicative name of the component or affiliate + the Company slogan

We bring good things to life.

- the Company slogan

In corporate, consumer, and consumer trade advertising, use

We bring good things to life.

- the Company slogan

GE Rewards
We bring good things to life.

- the name of the product or service + the Company slogan

2. Use the structure of the advertisement to place the graphic signature in an asymmetrical layout. Asymmetry is a fundamental layout concept used in all GE Identity Program applications.

- ***Place only the signature*** at the top or bottom of the format.
- ***Align the signature Monogram and signature typography*** with strong verticals in the advertisement, such as grid columns, copy blocks, or elements within a photograph or illustration.
- ***Balance the size and position of the signature*** with other layout elements in the advertising format.
- ***Do not center*** the entire signature or the Monogram in the advertising format.
- ***For emphasis, outdent the signature typography*** to extend right beyond an alignment point with a strong vertical, if desired.
- ***When space is sufficient, separate the signature Monogram*** from the signature typography with ample clear space, as desired.

3. Use ITC New Baskerville in all headlines and text.

- ***In headlines,*** use centered or flush left, ragged right settings, as desired.
- ***In text,*** use flush left, ragged right settings.

For more information on the ITC New Baskerville series, see document **133**, *Typography,* page 04.

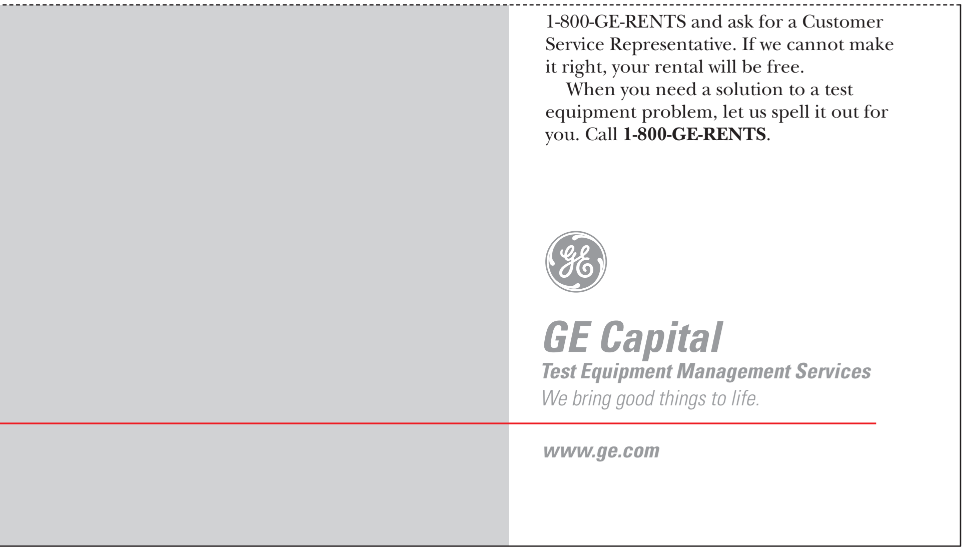
Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.

When using a reference to the Company's World Wide Web sites (a universal resource locator, or URL) in print advertising, follow these guidelines:

- **Use an address pertinent to the target audience.**
  - The GE home page address, http://www.ge.com, or the short form, www.ge.com, is recommended for all components, subcomponents, and licensed affiliates, but a more specific or different address may be used: for example,
    - · *an aircraft engines advertisement* might use "www.ge.com/aircraftengines"
    - · *a Monogram appliances advertisement* might use "www.monogram.com"
  - Using "http://" at the beginning of the address avoids confusion but is not necessary.
- **When using a reference in text,** typeset the address in the same size and style as the surrounding text.
- **When using a reference with the graphic signature signoff,**
  - *typeset* the address in Univers 68 or 48, equal in size to the signature typography (if two sizes are used, the smaller of the two sizes is acceptable); for emphasis, use Univers 68
  - *place* the address below the Laser Line, aligned with either the
    - · left edge of the signature Monogram
    - · beginning of the signature typography

    as shown in the examples at the left and below

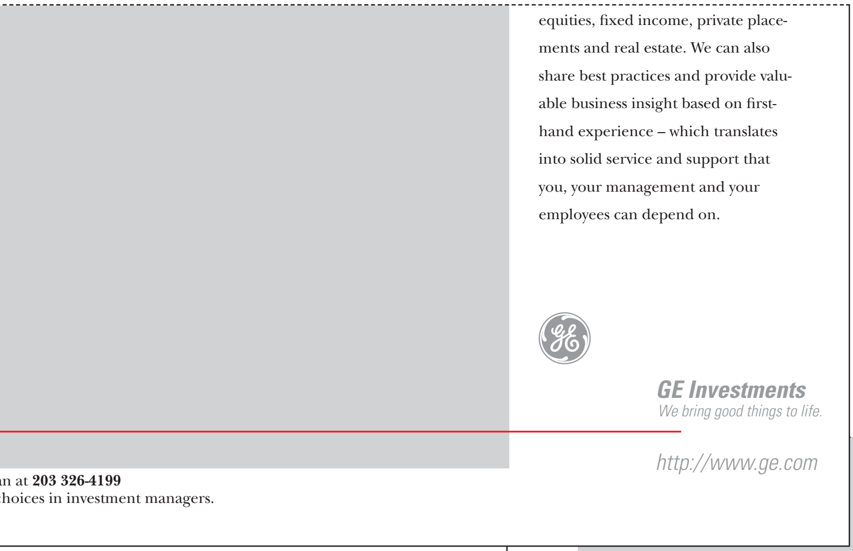


1-800-GE-RENTS and ask for a Customer Service Representative. If we cannot make it right, your rental will be free.

When you need a solution to a test equipment problem, let us spell it out for you. Call **1-800-GE-RENTS**.

GE Capital
Test Equipment Management Services
We bring good things to life.

www.ge.com

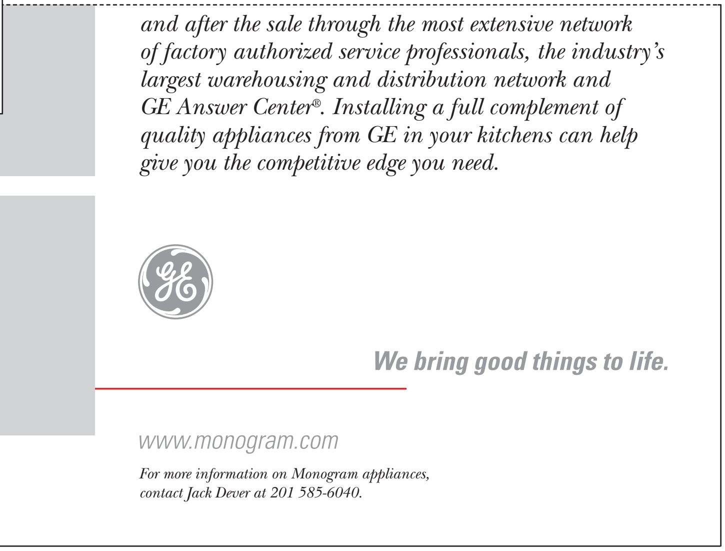


equities, fixed income, private placements and real estate. We can also share best practices and provide valuable business insight based on first-hand experience – which translates into solid service and support that you, your management and your employees can depend on.

GE Investments
We bring good things to life.

http://www.ge.com

n at **203 326-4199**
hoices in investment managers.

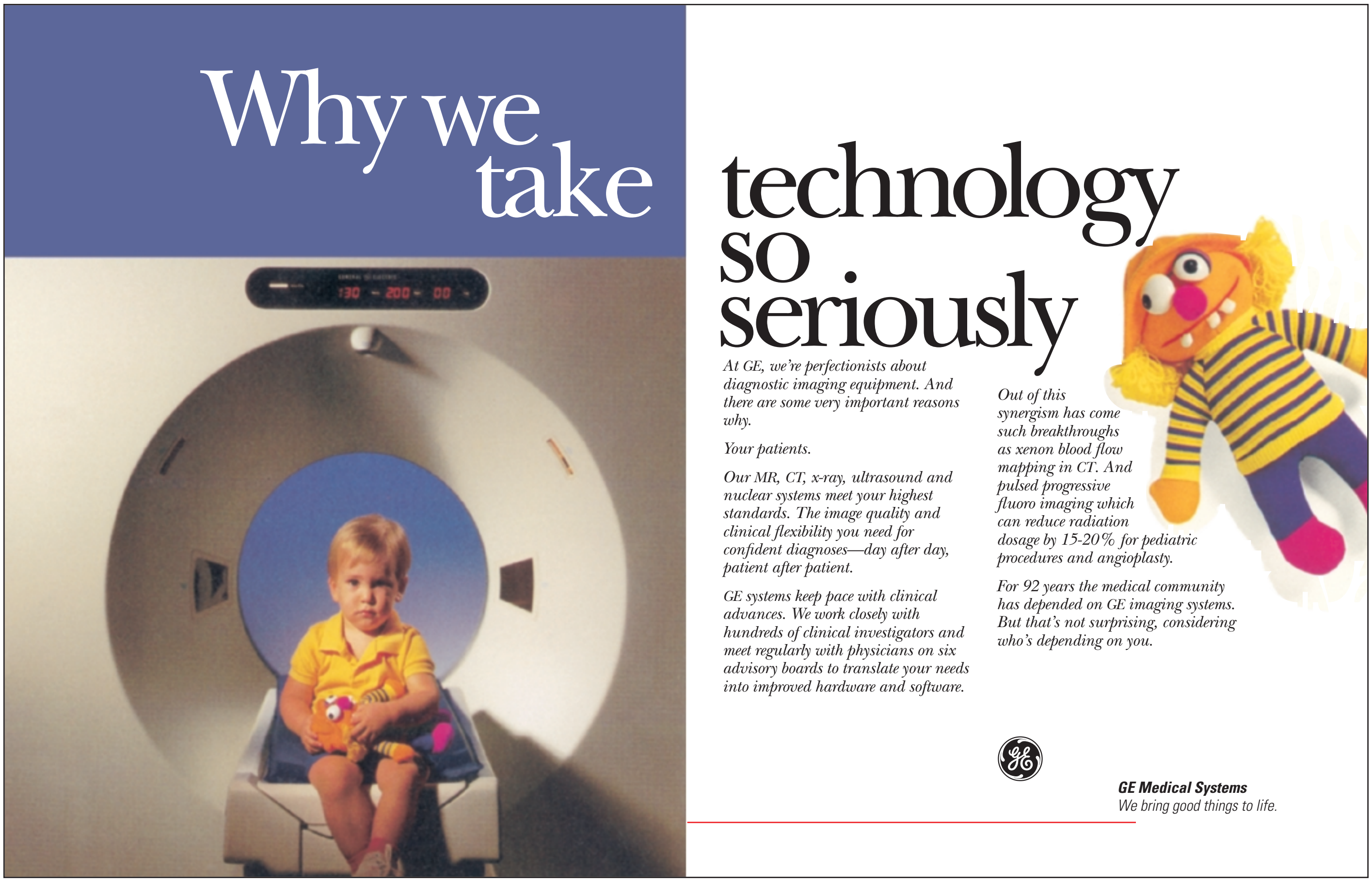


and after the sale through the most extensive network of factory authorized service professionals, the industry's largest warehousing and distribution network and GE Answer Center®. Installing a full complement of quality appliances from GE in your kitchens can help give you the competitive edge you need.

We bring good things to life.

www.monogram.com

For more information on Monogram appliances, contact Jack Dever at 201 585-6040.



Why we take technology so seriously

At GE, we're perfectionists about diagnostic imaging equipment. And there are some very important reasons why.

Your patients.

Our MR, CT, x-ray, ultrasound and nuclear systems meet your highest standards. The image quality and clinical flexibility you need for confident diagnoses—day after day, patient after patient.

GE systems keep pace with clinical advances. We work closely with hundreds of clinical investigators and meet regularly with physicians on six advisory boards to translate your needs into improved hardware and software.

Out of this synergism has come such breakthroughs as xenon blood flow mapping in CT. And pulsed progressive fluoro imaging which can reduce radiation dosage by 15-20% for pediatric procedures and angioplasty.

For 92 years the medical community has depended on GE imaging systems. But that's not surprising, considering who's depending on you.

GE Medical Systems
We bring good things to life.

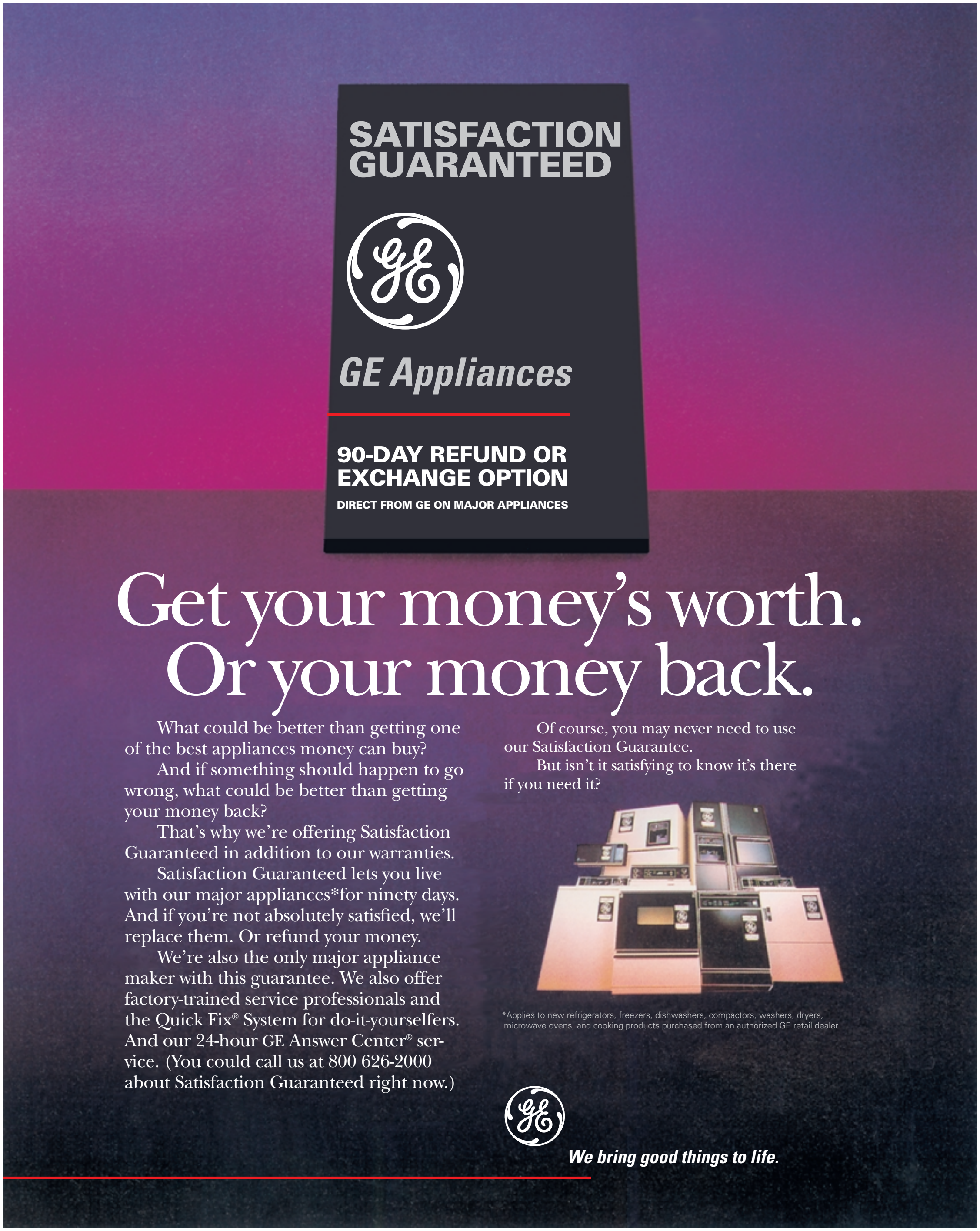
Graphic signatures are aligned with strong verticals to relate the signature to the structure of the advertisement. In this example, the signature Monogram is aligned flush left with the copy column, and the signature typography is aligned flush right with the same column.

To give the signature greater prominence, *more* than the minimum clear space required in a compact signature is maintained between and surrounding the signature elements.

For information on the minimum clear space in graphic signatures, see document **131**, *Graphic Signatures*, pages 11 to 18.

To align the graphic signature with a strong vertical in this example, the signature Monogram is aligned flush left with the right copy column and the integrated illustration.

This consumer advertisement uses a compact signature containing the slogan required in consumer advertising, "We bring good things to life."



SATISFACTION GUARANTEED

GE Appliances

90-DAY REFUND OR EXCHANGE OPTION

DIRECT FROM GE ON MAJOR APPLIANCES

Get your money's worth. Or your money back.

What could be better than getting one of the best appliances money can buy?

And if something should happen to go wrong, what could be better than getting your money back?

That's why we're offering Satisfaction Guaranteed in addition to our warranties.

Satisfaction Guaranteed lets you live with our major appliances*for ninety days. And if you're not absolutely satisfied, we'll replace them. Or refund your money.

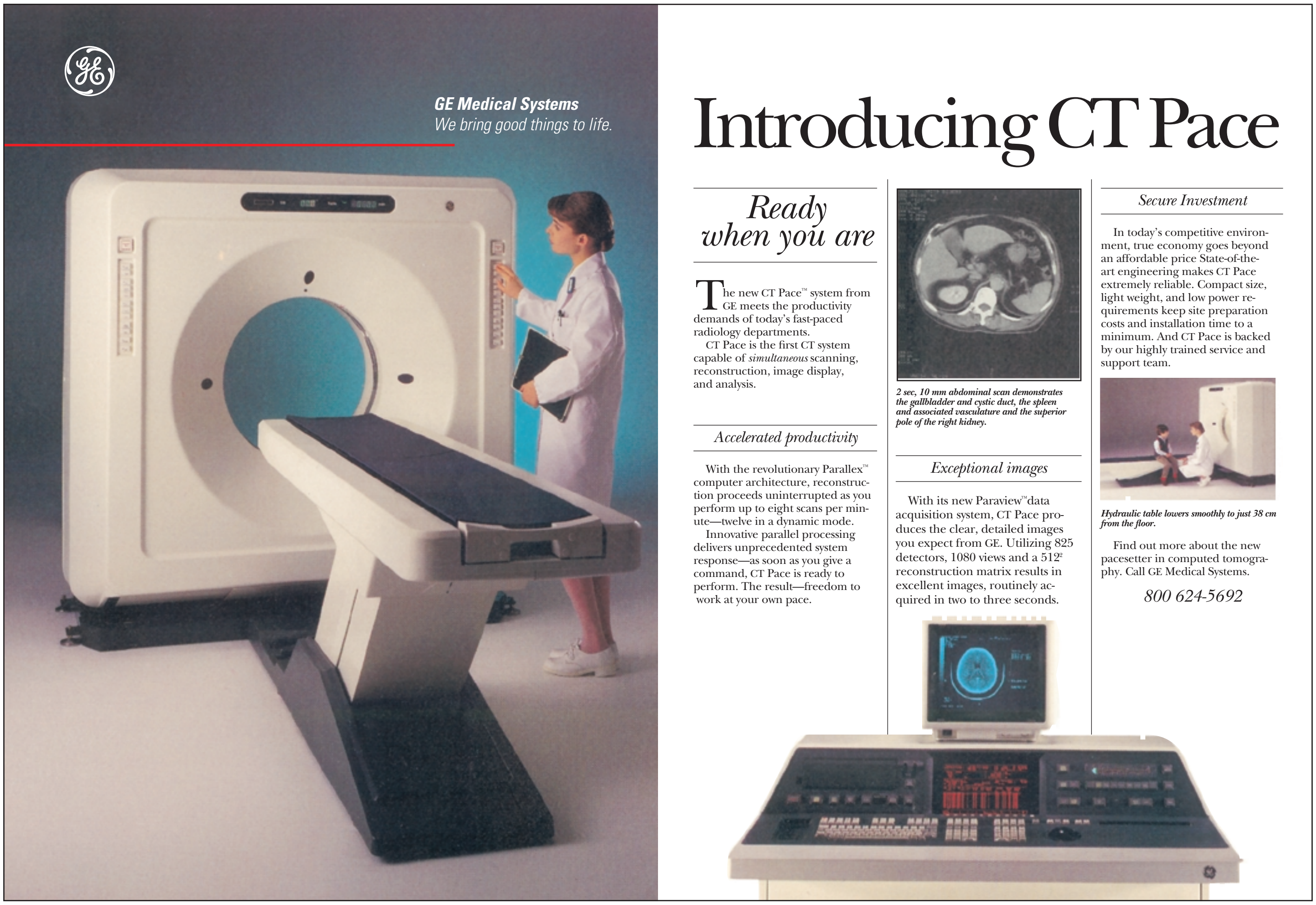
We're also the only major appliance maker with this guarantee. We also offer factory-trained service professionals and the Quick Fix® System for do-it-yourselfers. And our 24-hour GE Answer Center® service. (You could call us at 800 626-2000 about Satisfaction Guaranteed right now.)

Of course, you may never need to use our Satisfaction Guarantee.

But isn't it satisfying to know it's there if you need it?

*Applies to new refrigerators, freezers, dishwashers, compactors, washers, dryers, microwave ovens, and cooking products purchased from an authorized GE retail dealer.

We bring good things to life.



GE Medical Systems
We bring good things to life.

Introducing CT Pace

Ready when you are

The new CT Pace™ system from GE meets the productivity demands of today's fast-paced radiology departments.

CT Pace is the first CT system capable of *simultaneous* scanning, reconstruction, image display, and analysis.

Accelerated productivity

With the revolutionary Parallex™ computer architecture, reconstruction proceeds uninterrupted as you perform up to eight scans per minute—twelve in a dynamic mode.

Innovative parallel processing delivers unprecedented system response—as soon as you give a command, CT Pace is ready to perform. The result—freedom to work at your own pace.

2 sec, 10 mm abdominal scan demonstrates the gallbladder and cystic duct, the spleen and associated vasculature and the superior pole of the right kidney.

Exceptional images

With its new Paraview™ data acquisition system, CT Pace produces the clear, detailed images you expect from GE. Utilizing 825 detectors, 1080 views and a 512^2 reconstruction matrix results in excellent images, routinely acquired in two to three seconds.

Secure Investment

In today's competitive environment, true economy goes beyond an affordable price State-of-the-art engineering makes CT Pace extremely reliable. Compact size, light weight, and low power requirements keep site preparation costs and installation time to a minimum. And CT Pace is backed by our highly trained service and support team.

Hydraulic table lowers smoothly to just 38 cm from the floor.

Find out more about the new pacesetter in computed tomography. Call GE Medical Systems.

800 624-5692

To align the graphic signature with a strong vertical element in this advertisement, the signature Monogram is positioned flush left with a strong vertical element in the photograph. As shown in this example, the graphic signature may be isolated at the top of the format away from other copy as an endorsement to an editorial-style advertisement.

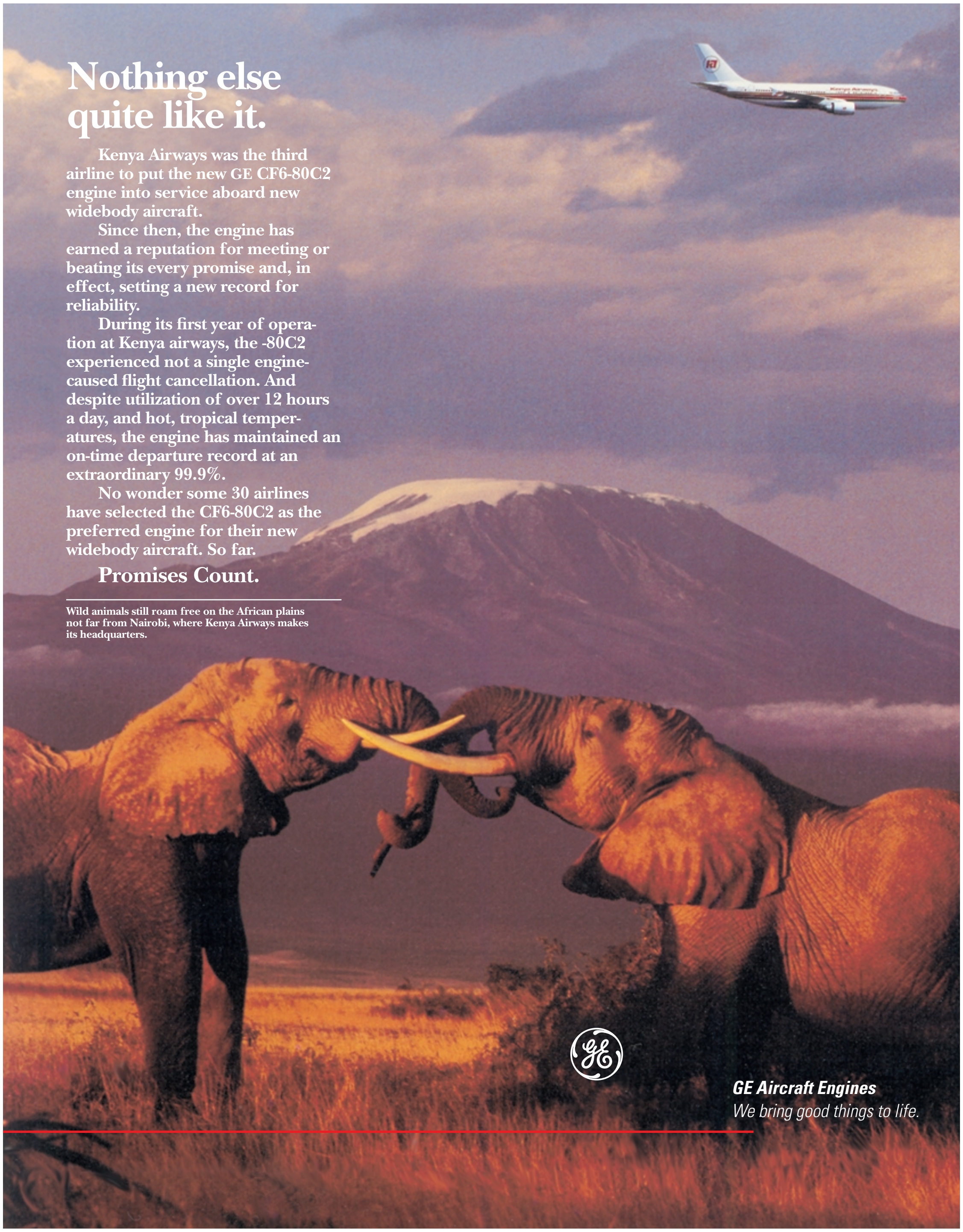
An effective method for incorporating a graphic signature into an advertisement is to place it in an even, unpatterned or subdued area of a photograph or illustration. As shown in this example, this method lends a dramatic emphasis to the signature.

Graphic signatures should be sized and positioned to balance other layout elements.

In this example, a compact signature, reversed in white, balances the copy and photograph of the airplane, also in white.

Graphic signatures should be reproduced on even, unpatterned or subdued backgrounds. In cases where the graphic signature must appear against a patterned background, the background should be subdued to minimize distracting detail, as shown in this example.

When a promotional slogan such as "Promises Count" is desirable, it may be used as the last line of running text, typeset in ITC New Baskerville.



Nothing else quite like it.

Kenya Airways was the third airline to put the new GE CF6-80C2 engine into service aboard new widebody aircraft.

Since then, the engine has earned a reputation for meeting or beating its every promise and, in effect, setting a new record for reliability.

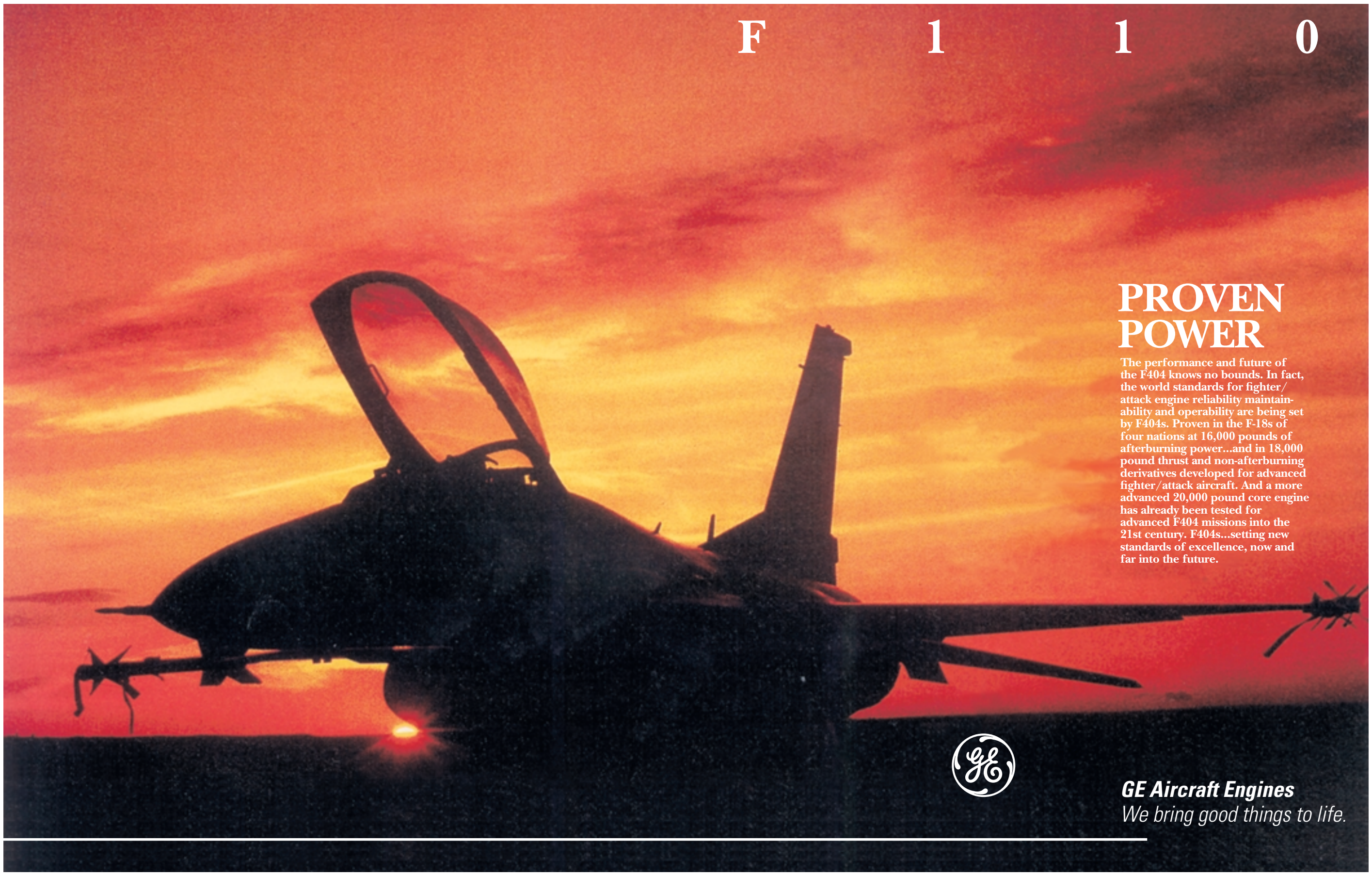
During its first year of operation at Kenya airways, the -80C2 experienced not a single engine-caused flight cancellation. And despite utilization of over 12 hours a day, and hot, tropical temperatures, the engine has maintained an on-time departure record at an extraordinary 99.9%.

No wonder some 30 airlines have selected the CF6-80C2 as the preferred engine for their new widebody aircraft. So far.

Promises Count.

Wild animals still roam free on the African plains not far from Nairobi, where Kenya Airways makes its headquarters.

GE Aircraft Engines
We bring good things to life.

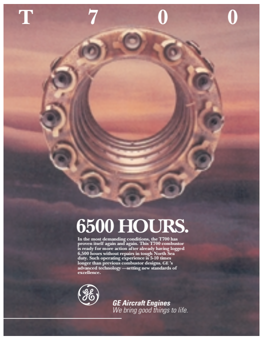


F110

PROVEN POWER

The performance and future of the F404 knows no bounds. In fact, the world standards for fighter/attack engine reliability maintainability and operability are being set by F404s. Proven in the F-18s of four nations at 16,000 pounds of afterburning power...and in 18,000 pound thrust and non-afterburning derivatives developed for advanced fighter/attack aircraft. And a more advanced 20,000 pound core engine has already been tested for advanced F404 missions into the 21st century. F404s...setting new standards of excellence, now and far into the future.

GE Aircraft Engines
We bring good things to life.



T700

6500 HOURS.

In the most demanding conditions, the T700 has proven itself again and again. This T700 combustor is ready for more action after already having logged 6,500 hours without repairs in tough North Sea duty. Such operating experience is 5-10 times longer than previous combustor designs. GE 's advanced technology —setting new standards of excellence.

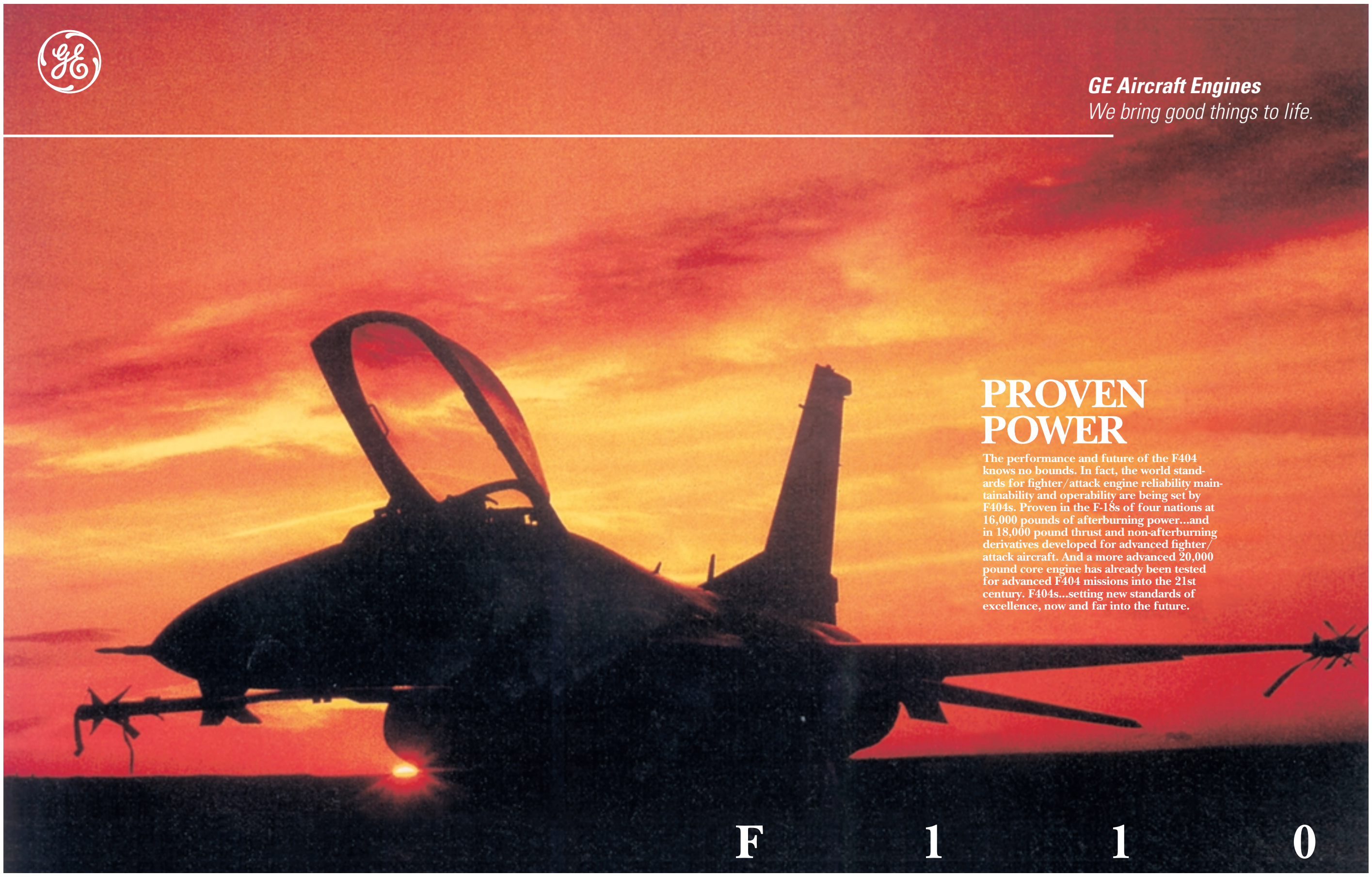
GE Aircraft Engines
We bring good things to life.

Graphic signatures may be positioned at the top or bottom of an advertisement. In the same advertisements on page 15, the graphic signatures are placed at the top of the format.

Generally, the elements of a graphic signature are aligned with strong verticals in an advertisement.

In these examples, the signature Monogram and signature typography are aligned with the copy blocks.

Note: The signature Monogram should not be centered in a format. As shown in the example at the left, the entire graphic signature may be centered to align with a single centered copy block.



GE Aircraft Engines
We bring good things to life.

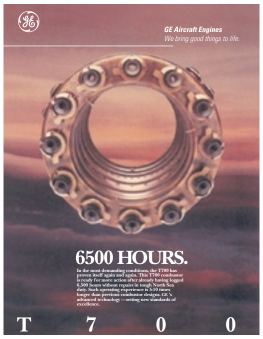
PROVEN POWER

The performance and future of the F404 knows no bounds. In fact, the world standards for fighter/attack engine reliability maintainability and operability are being set by F404s. Proven in the F-18s of four nations at 16,000 pounds of afterburning power...and in 18,000 pound thrust and non-afterburning derivatives developed for advanced fighter/attack aircraft. And a more advanced 20,000 pound core engine has already been tested for advanced F404 missions into the 21st century. F404s...setting new standards of excellence, now and far into the future.

F 1 1 0

Graphic signatures may be positioned at the top or bottom of an advertisement. In the same advertisements on page 14, the graphic signatures are placed at the bottom of the format.

Whenever possible, the Laser Line bleeds left off the format. To accentuate the signature, the Laser Line may bleed across the gutter and off the left page of a spread.



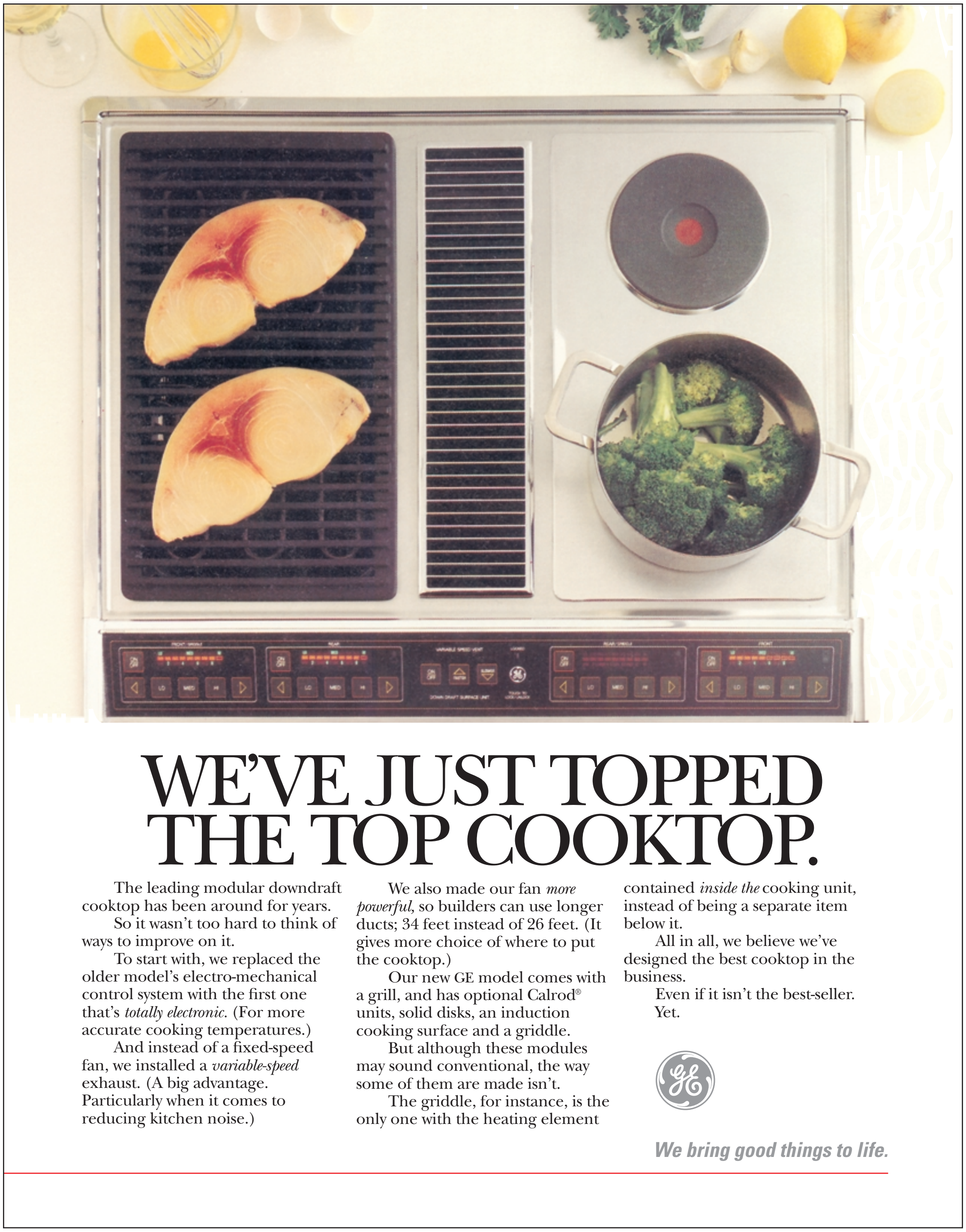
GE Aircraft Engines
We bring good things to life.

6500 HOURS.

In the most demanding conditions, the T700 has proven itself again and again. This T700 combustor is ready for more action after already having logged 6,500 hours without repairs in tough North Sea duty. Such operating experience is 5-10 times longer than previous combustor designs. GE 's advanced technology —setting new standards of excellence.

T 7 0 0

When the advertising format is narrow or when a vertical emphasis is desired, the vertical signature arrangement may be used. In this example, the signature Monogram and signature typography are aligned flush left with the paragraph indent in the far right column of copy, creating a strong asymmetrical sign-off to emphasize the signature. Whenever possible, the Laser Line is bled left off the format.



WE'VE JUST TOPPED THE TOP COOKTOP.

The leading modular downdraft cooktop has been around for years.

So it wasn't too hard to think of ways to improve on it.

To start with, we replaced the older model's electro-mechanical control system with the first one that's *totally electronic.* (For more accurate cooking temperatures.)

And instead of a fixed-speed fan, we installed a *variable-speed* exhaust. (A big advantage. Particularly when it comes to reducing kitchen noise.)

We also made our fan *more powerful,* so builders can use longer ducts; 34 feet instead of 26 feet. (It gives more choice of where to put the cooktop.)

Our new GE model comes with a grill, and has optional Calrod® units, solid disks, an induction cooking surface and a griddle.

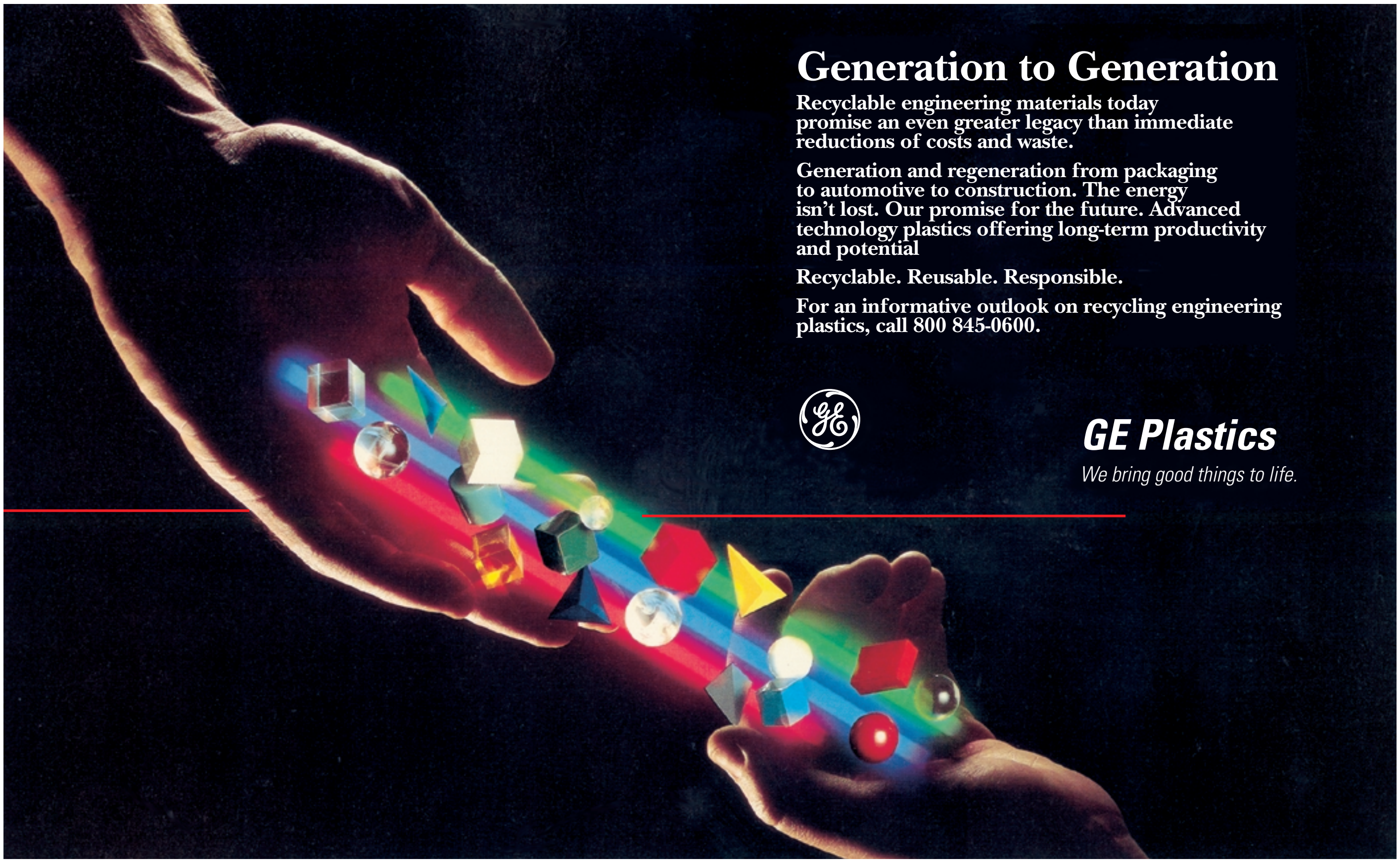
But although these modules may sound conventional, the way some of them are made isn't.

The griddle, for instance, is the only one with the heating element contained *inside the* cooking unit, instead of being a separate item below it.

All in all, we believe we've designed the best cooktop in the business.

Even if it isn't the best-seller. Yet.

We bring good things to life.



Generation to Generation

Recyclable engineering materials today promise an even greater legacy than immediate reductions of costs and waste.

Generation and regeneration from packaging to automotive to construction. The energy isn't lost. Our promise for the future. Advanced technology plastics offering long-term productivity and potential

Recyclable. Reusable. Responsible.

For an informative outlook on recycling engineering plastics, call 800 845-0600.

GE Plastics

We bring good things to life.

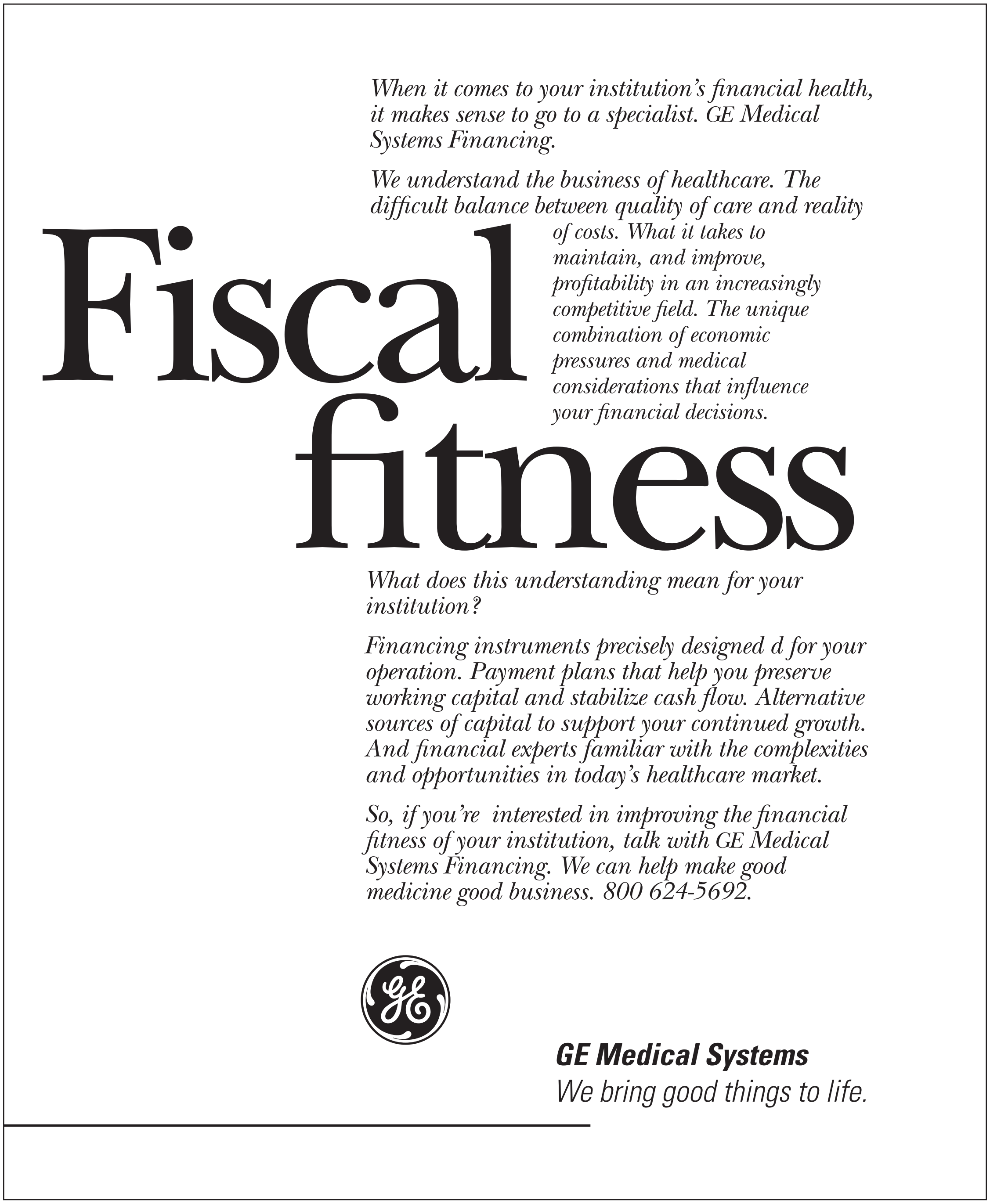
Graphic support elements such as photographs or illustrations may overlap the portion of the Laser Line extending to the left of the signature Monogram.

In this example, the photographic elements appear to cross the Laser Line, creating a dramatic interrelationship between the graphic signature and the graphic support element.

Note: Avoid obliterating the Laser Line. The Laser Line must always be visible as an element of the graphic signature.

For emphasis, the signature typography may be outdented or used in a large size. In this example, the typography extends beyond the alignment point of the right edge of the copy block, and the signature typography is sized to equal one-half the diameter of the signature Monogram. Because of its size and position, the signature typography is a dominant element in this advertisement.

For headlines and text, any typeface in the ITC New Baskerville series may be used. Because this series contains four weights of type, each available in both roman and italic versions, advertisements can feature rich typographic contrast. In this example, ITC New Baskerville Semibold is used in the headline, and ITC New Baskerville italic is used in the text.



When it comes to your institution's financial health, it makes sense to go to a specialist. GE Medical Systems Financing.

We understand the business of healthcare. The difficult balance between quality of care and reality of costs. What it takes to maintain, and improve, profitability in an increasingly competitive field. The unique combination of economic pressures and medical considerations that influence your financial decisions.

Fiscal fitness

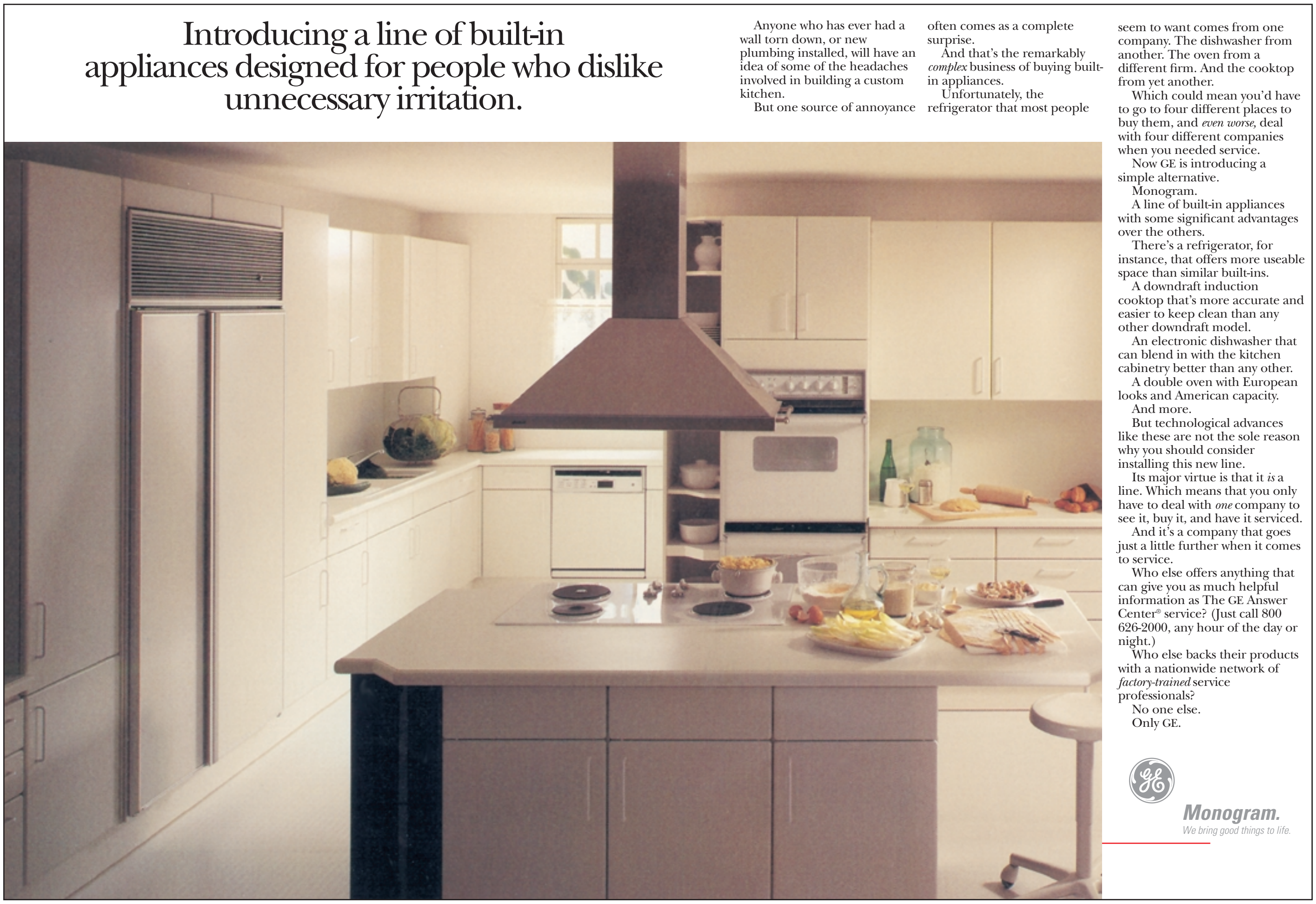
What does this understanding mean for your institution?

Financing instruments precisely designed d for your operation. Payment plans that help you preserve working capital and stabilize cash flow. Alternative sources of capital to support your continued growth. And financial experts familiar with the complexities and opportunities in today's healthcare market.

So, if you're interested in improving the financial fitness of your institution, talk with GE Medical Systems Financing. We can help make good medicine good business. 800 624-5692.

GE Medical Systems

We bring good things to life.



Introducing a line of built-in appliances designed for people who dislike unnecessary irritation.

Anyone who has ever had a wall torn down, or new plumbing installed, will have an idea of some of the headaches involved in building a custom kitchen.

But one source of annoyance often comes as a complete surprise.

And that's the remarkably *complex* business of buying built-in appliances.

Unfortunately, the refrigerator that most people seem to want comes from one company. The dishwasher from another. The oven from a different firm. And the cooktop from yet another.

Which could mean you'd have to go to four different places to buy them, and *even worse,* deal with four different companies when you needed service.

Now GE is introducing a simple alternative.

Monogram.

A line of built-in appliances with some significant advantages over the others.

There's a refrigerator, for instance, that offers more useable space than similar built-ins.

A downdraft induction cooktop that's more accurate and easier to keep clean than any other downdraft model.

An electronic dishwasher that can blend in with the kitchen cabinetry better than any other.

A double oven with European looks and American capacity.

And more.

But technological advances like these are not the sole reason why you should consider installing this new line.

Its major virtue is that it *is* a line. Which means that you only have to deal with *one* company to see it, buy it, and have it serviced.

And it's a company that goes just a little further when it comes to service.

Who else offers anything that can give you as much helpful information as The GE Answer Center® service? (Just call 800 626-2000, any hour of the day or night.)

Who else backs their products with a nationwide network of *factory-trained* service professionals?

No one else.

Only GE.

Monogram.

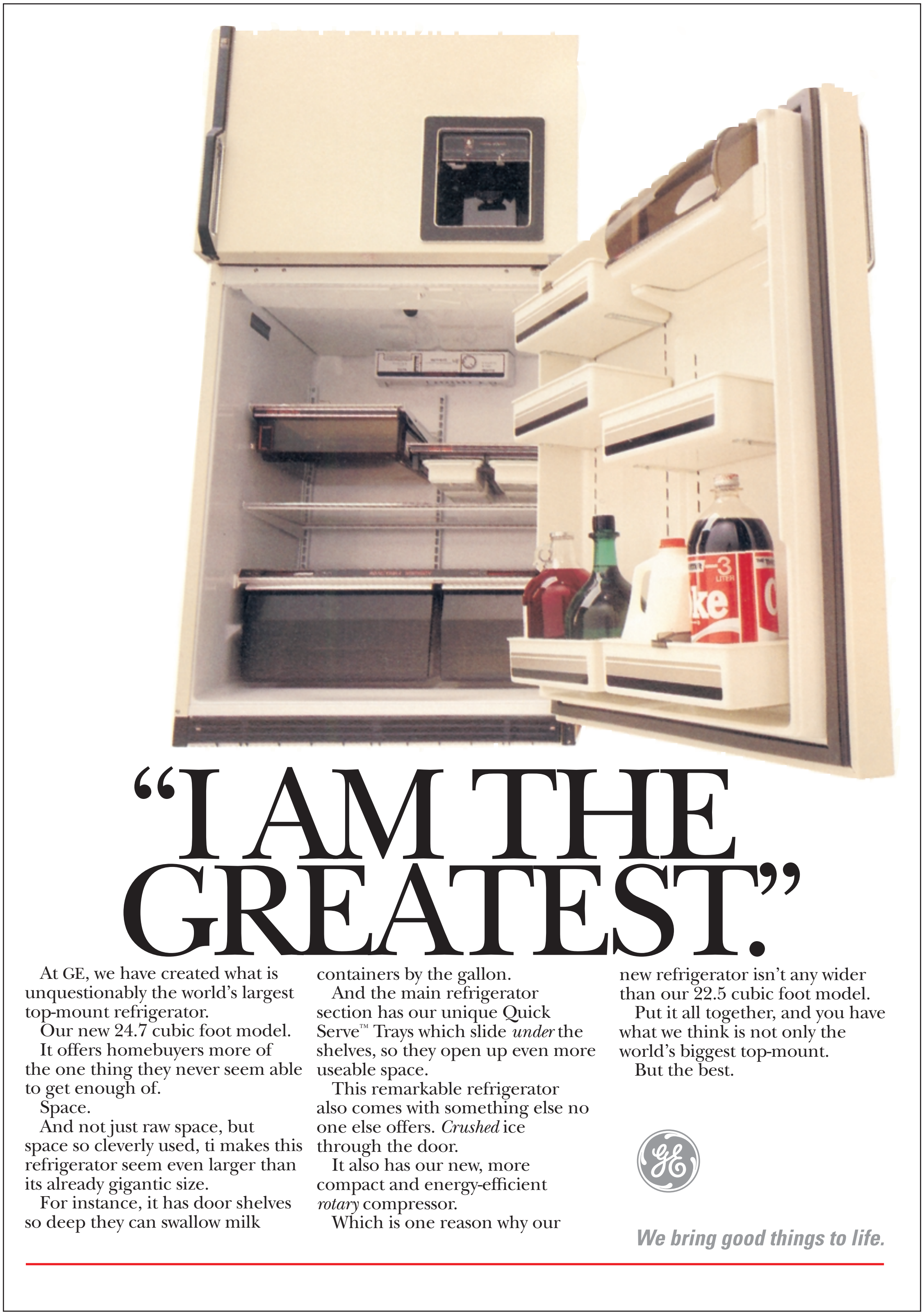
We bring good things to life.

If the Laser Line bleeding left off the format would interfere with important elements of a photograph or illustration, the Laser Line may abut the photograph or illustration, as shown in this example.

ITC New Baskerville is used in all advertising headlines and text. Because the headline is long in this example, it is typeset in capital and lowercase letters to maintain high legibility.

In short headlines, ITC New Baskerville may be typeset in all capital letters for emphasis, if desired.

Whenever possible, the Laser Line bleeds left off the format. However, when this is not feasible, the Laser Line may begin flush with the left copy column, as shown in this example.



"I AM THE GREATEST."

At GE, we have created what is unquestionably the world's largest top-mount refrigerator.

Our new 24.7 cubic foot model.

It offers homebuyers more of the one thing they never seem able to get enough of.

Space.

And not just raw space, but space so cleverly used, ti makes this refrigerator seem even larger than its already gigantic size.

For instance, it has door shelves so deep they can swallow milk containers by the gallon.

And the main refrigerator section has our unique Quick Serve™ Trays which slide *under* the shelves, so they open up even more useable space.

This remarkable refrigerator also comes with something else no one else offers. *Crushed* ice through the door.

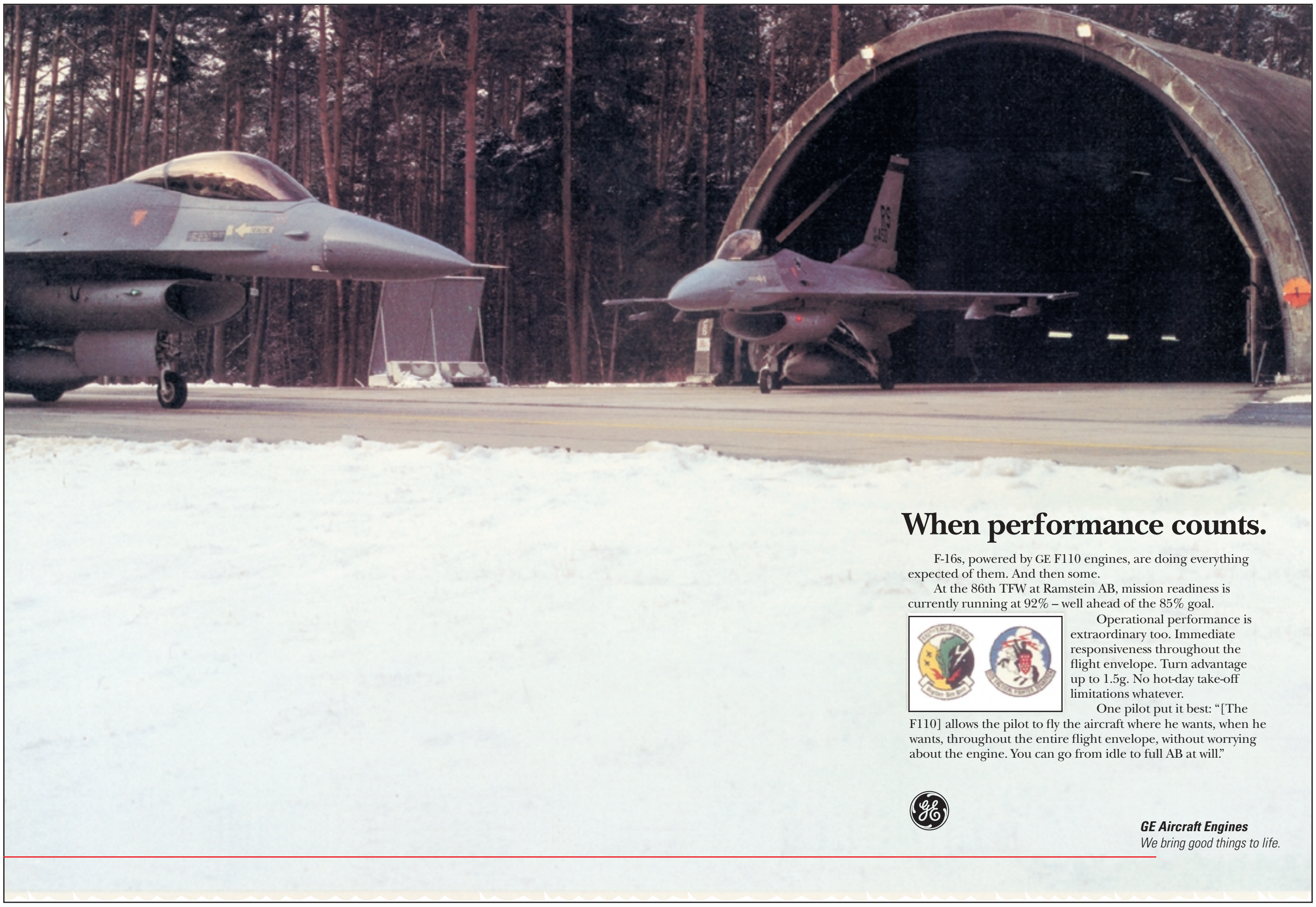
It also has our new, more compact and energy-efficient *rotary* compressor.

Which is one reason why our new refrigerator isn't any wider than our 22.5 cubic foot model.

Put it all together, and you have what we think is not only the world's biggest top-mount.

But the best.

We bring good things to life.



When performance counts.

F-16s, powered by GE F110 engines, are doing everything expected of them. And then some.

At the 86th TFW at Ramstein AB, mission readiness is currently running at 92% – well ahead of the 85% goal.

Operational performance is extraordinary too. Immediate responsiveness throughout the flight envelope. Turn advantage up to 1.5g. No hot-day take-off limitations whatever.

One pilot put it best: “[The F110] allows the pilot to fly the aircraft where he wants, when he wants, throughout the entire flight envelope, without worrying about the engine. You can go from idle to full AB at will.”

GE Aircraft Engines
We bring good things to life.

Against light grey backgrounds, the corporate colors, Platinum Grey and Laser Red, should be used in graphic signatures.

When four-color process is used:

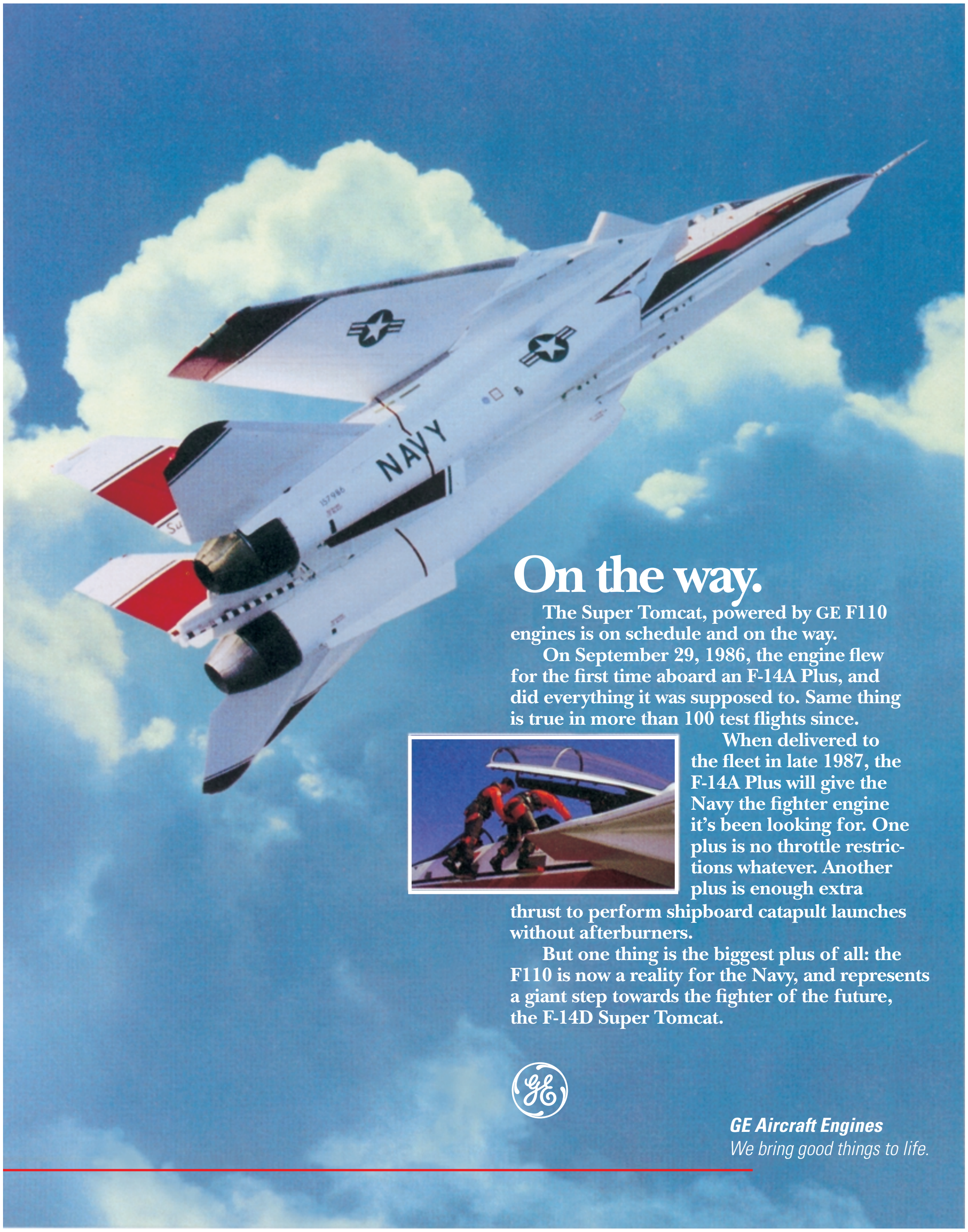
Platinum Grey may be reproduced as 40 percent black, using a minimum screen of 133 lines. If this or a finer screen is not available, the signature Monogram and signature typography are reproduced in solid black, as shown in this example.

Laser Red may be reproduced as solid magenta/yellow.

For information on color in graphic signatures, see document **132**, *Color.*

Against colored backgrounds, graphic signatures are reversed in white, as shown in this example, or overprinted in black. When the background color provides sufficient contrast, the Laser Line may be reproduced in Laser Red.

For more information on the use of color in graphic signatures, see document **132**, *Color.*



On the way.

The Super Tomcat, powered by GE F110 engines is on schedule and on the way.

On September 29, 1986, the engine flew for the first time aboard an F-14A Plus, and did everything it was supposed to. Same thing is true in more than 100 test flights since.

When delivered to the fleet in late 1987, the F-14A Plus will give the Navy the fighter engine it's been looking for. One plus is no throttle restrictions whatever. Another plus is enough extra thrust to perform shipboard catapult launches without afterburners.

But one thing is the biggest plus of all: the F110 is now a reality for the Navy, and represents a giant step towards the fighter of the future, the F-14D Super Tomcat.

GE Aircraft Engines
We bring good things to life.

The minimum 133-line screen required to reproduce Platinum Grey as 40 percent black is not available in this example of an advertisement reproduced using four-color process. Therefore, the signature Monogram and signature typography are reproduced in solid black.

To reproduce Laser Red in the Laser Line, solid magenta/yellow is used.

For more information on the use of color in graphic signatures, see document **132**, *Color.*

GE ULTRASOUND CASE STUDY

Assessment of complications in early pregnancy

Transvaginal ultrasound represents an important advancement in assessing complications in early pregnancy, offering several advantages over conventional transabdominal scanning.

A 5 MHz GE Transvaginal sector transducer is applied directly to the uterus through the vaginal fornix. The need for a full bladder is eliminated, as is the diagnostic uncertainty created by an inadequately filled bladder. The distortion caused by overfilling, as with the transabdominal ultrasound technique, is also eliminated. Transvaginal image quality is not affected by maternal obesity or a retroflexed uterus. Transvaginal ultrasound also permits the use of higher frequency transducer elements for improved axial resolution and optimal lateral resolution, as seen in the following case study.

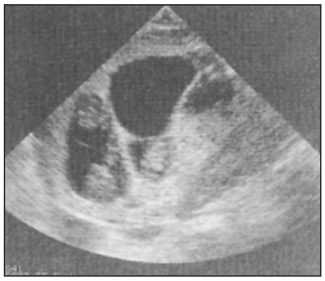


Fig. 1–Transvaginal scan of quadruplets shows three gestational sacs, one of which is out of the imaging plane. Amniotic membrane between identical twins is seen. Image demonstrates the thicker and more echogenic chorion separating the identical twins.

Case study

A 25-year-old patient with vaginal bleeding was referred to confirm fetal viability nine weeks following in vitro fertilization and embryo transfer. A transabdominal scan demonstrated three gestational sacs within the uterine cavity, one sac containing two embryos and the other sacs containing one embryo each. No separating membrane could be defined between the embryos in the single sac, and cardiac activity could not be observed in one of the fraternal embryos.

A transvaginal scan was then performed using the GE 5 MHz Transvaginal probe and the RT 3600 system. The scan demonstrated cardiac activity in all four embryos, and identified a membrane in the single sac, (Fig. 1) indicating diamniotic monochorionic twins.

Conclusion

Unequivocal sonographic diagnosis in early pregnancy requires clear visualization of very small structures. The resolution afforded by transvaginal scanning permitted the visualization of a nine week multiple gestation, with precise identification of detail. The ability to demonstrate cardiac activity also permitted the physician to eliminate the likelihood of spontaneous abortion at an earlier gestational stage.

The certainty afforded by visualization of a live embryo in the endomentrial cavity clarifies diagnostic considerations, assures the patient, and eliminates the need for follow-up scans.

Acknowledgement: Don A.Cubberley, M.D., Dept. of Radiology, Univ. of Utah, Salt Lake City, UT.

The GE ultrasound advantage

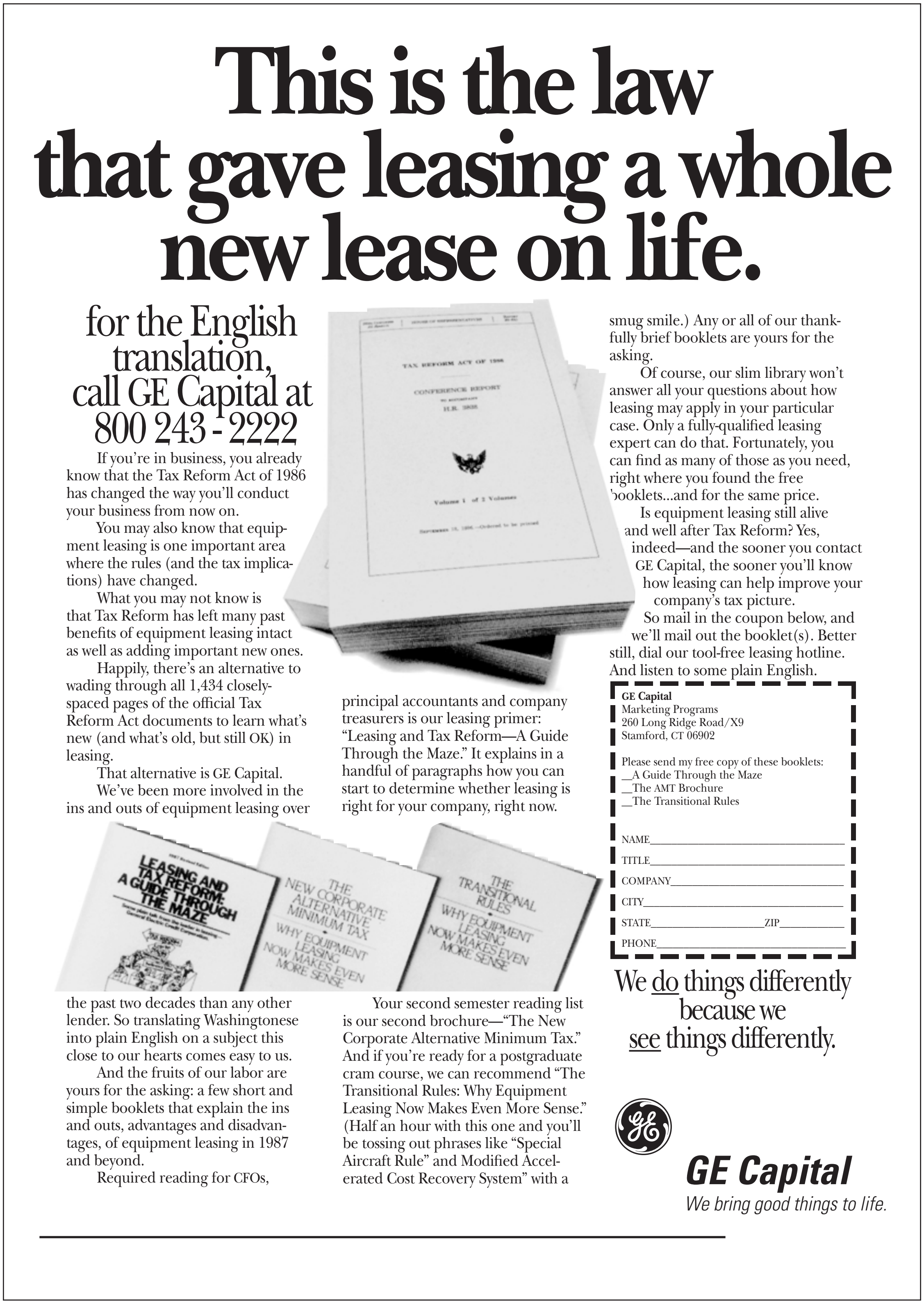
GE ultrasound provides superior image quality, resolution, and acoustic access necessary for a variety of procedures. A wide choice of fully electronic phased array probes are lightweight and easy to use.

To receive a detailed discussion of the case presented here, call GE at 800 624-5692 and request Ultrasound Clinical Symposium No. 7388.

GE Medical Systems
We bring good things to life.

Laser Red and the minimum 133-line screen required to reproduce Platinum Grey as 40 percent black are not available in this example of a full-page newspaper advertisement, so all elements of the graphic signature are reproduced in solid black.

For more information on the use of color in graphic signatures, see document **132**, *Color.*


TAX REFORM ACT OF 1986
CONFERENCE REPORT
H.R. 3838
Volume 1 of 2 Volumes
LEASING AND TAX REFORM: A GUIDE THROUGH THE MAZE
THE NEW CORPORATE ALTERNATIVE MINIMUM TAX
WHY EQUIPMENT LEASING NOW MAKES EVEN MORE SENSE
THE TRANSITIONAL RULES
WHY EQUIPMENT LEASING NOW MAKES EVEN MORE SENSE

This is the law that gave leasing a whole new lease on life.

for the English translation, call GE Capital at 800 243 - 2222

If you're in business, you already know that the Tax Reform Act of 1986 has changed the way you'll conduct your business from now on.

You may also know that equipment leasing is one important area where the rules (and the tax implications) have changed.

What you may not know is that Tax Reform has left many past benefits of equipment leasing intact as well as adding important new ones.

Happily, there's an alternative to wading through all 1,434 closely-spaced pages of the official Tax Reform Act documents to learn what's new (and what's old, but still OK) in leasing.

That alternative is GE Capital.

We've been more involved in the ins and outs of equipment leasing over the past two decades than any other lender. So translating Washingtonese into plain English on a subject this close to our hearts comes easy to us.

And the fruits of our labor are yours for the asking: a few short and simple booklets that explain the ins and outs, advantages and disadvantages, of equipment leasing in 1987 and beyond.

Required reading for CFOs, principal accountants and company treasurers is our leasing primer: "Leasing and Tax Reform—A Guide Through the Maze." It explains in a handful of paragraphs how you can start to determine whether leasing is right for your company, right now.

Your second semester reading list is our second brochure—"The New Corporate Alternative Minimum Tax." And if you're ready for a postgraduate cram course, we can recommend "The Transitional Rules: Why Equipment Leasing Now Makes Even More Sense." (Half an hour with this one and you'll be tossing out phrases like "Special Aircraft Rule" and Modified Accelerated Cost Recovery System" with a smug smile.) Any or all of our thankfully brief booklets are yours for the asking.

Of course, our slim library won't answer all your questions about how leasing may apply in your particular case. Only a fully-qualified leasing expert can do that. Fortunately, you can find as many of those as you need, right where you found the free booklets...and for the same price.

Is equipment leasing still alive and well after Tax Reform? Yes, indeed—and the sooner you contact GE Capital, the sooner you'll know how leasing can help improve your company's tax picture.

So mail in the coupon below, and we'll mail out the booklet(s). Better still, dial our tool-free leasing hotline. And listen to some plain English.

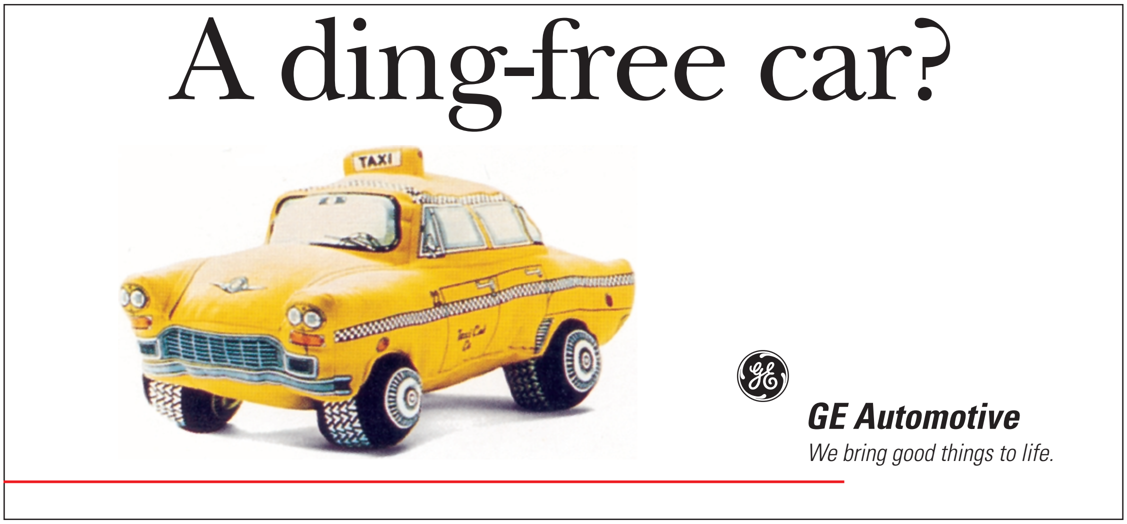
GE Capital
Marketing Programs
260 Long Ridge Road/X9
Stamford, CT 06902

Please send my free copy of these booklets:
__A Guide Through the Maze
__The AMT Brochure
__The Transitional Rules

NAME______________________
TITLE______________________
COMPANY______________________
CITY______________________
STATE______________ZIP__________
PHONE______________________

We do things differently because we see things differently.

GE Capital
We bring good things to life.

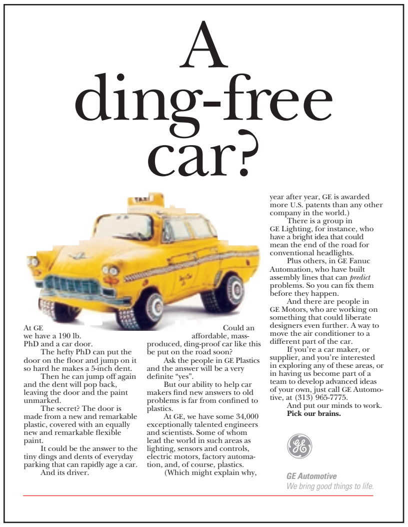


A ding-free car?

GE Automotive

We bring good things to life.

Outdoor advertisement



A ding-free car?

At GE we have a 190 lb. PhD and a car door.

The hefty PhD can put the door on the floor and jump on it so hard he makes a 5-inch dent.

Then he can jump off again and the dent will pop back, leaving the door and the paint unmarked.

The secret? The door is made from a new and remarkable plastic, covered with an equally new and remarkable flexible paint.

It could be the answer to the tiny dings and dents of everyday parking that can rapidly age a car.

And its driver.

Could an affordable, mass-produced, ding-proof car like this be put on the road soon?

Ask the people in GE Plastics and the answer will be a very definite "yes".

But our ability to help car makers find new answers to old problems is far from confined to plastics.

At GE, we have some 34,000 exceptionally talented engineers and scientists. Some of whom lead the world in such areas as lighting, sensors and controls, electric motors, factory automation, and, of course, plastics.

(Which might explain why, year after year, GE is awarded more U.S. patents than any other company in the world.)

There is a group in GE Lighting, for instance, who have a bright idea that could mean the end of the road for conventional headlights.

Plus others, in GE Fanuc Automation, who have built assembly lines that can *predict* problems. So you can fix them before they happen.

And there are people in GE Motors, who are working on something that could liberate designers even further. A way to move the air conditioner to a different part of the car.

If you're a car maker, or supplier, and you're interested in exploring any of these areas, or in having us become part of a team to develop advanced ideas of your own, just call GE Automotive, at (313) 965-7775.

And put our minds to work. **Pick our brains.**

GE Automotive

We bring good things to life.

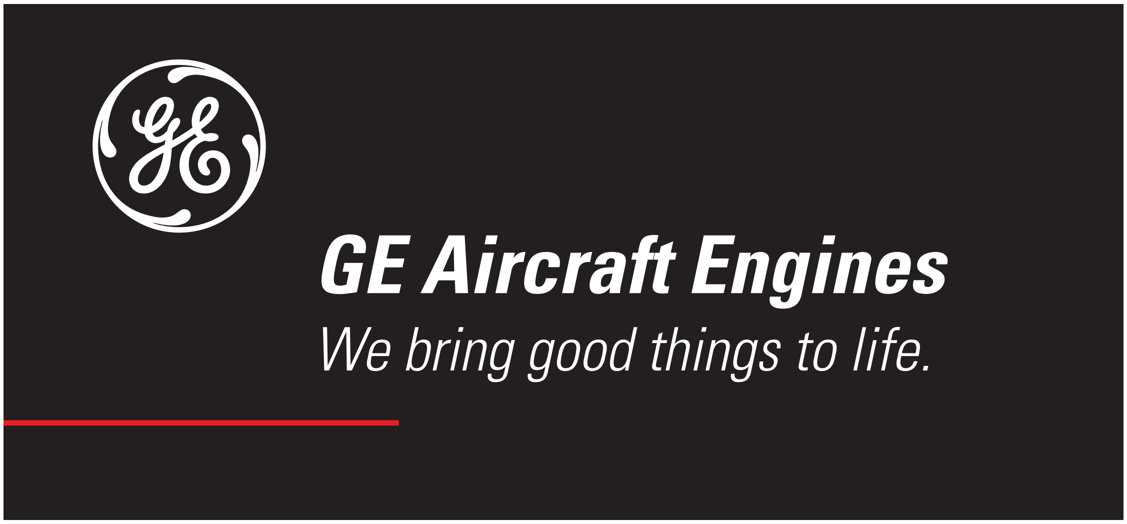
Print advertisement

The print advertising guidelines (pages 02 to 05) apply to outdoor advertising.

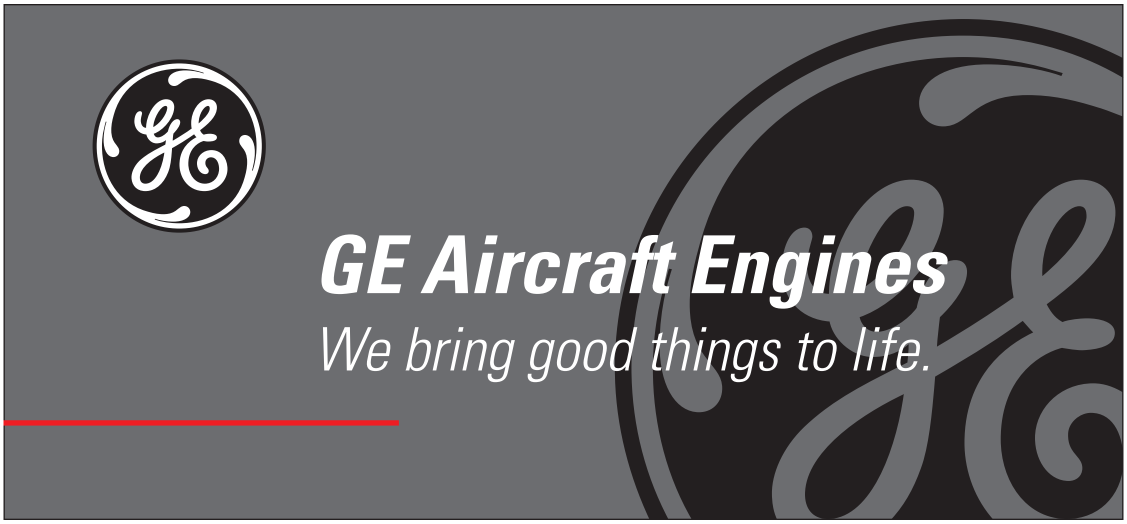
Whenever possible, outdoor advertising should relate to the print or broadcast advertising used in the locality by using the same or similar headlines and images.

In the example of a billboard in Detroit shown at the left, the image and headline were being used in a print advertisement appearing in automotive trade magazines.

continued

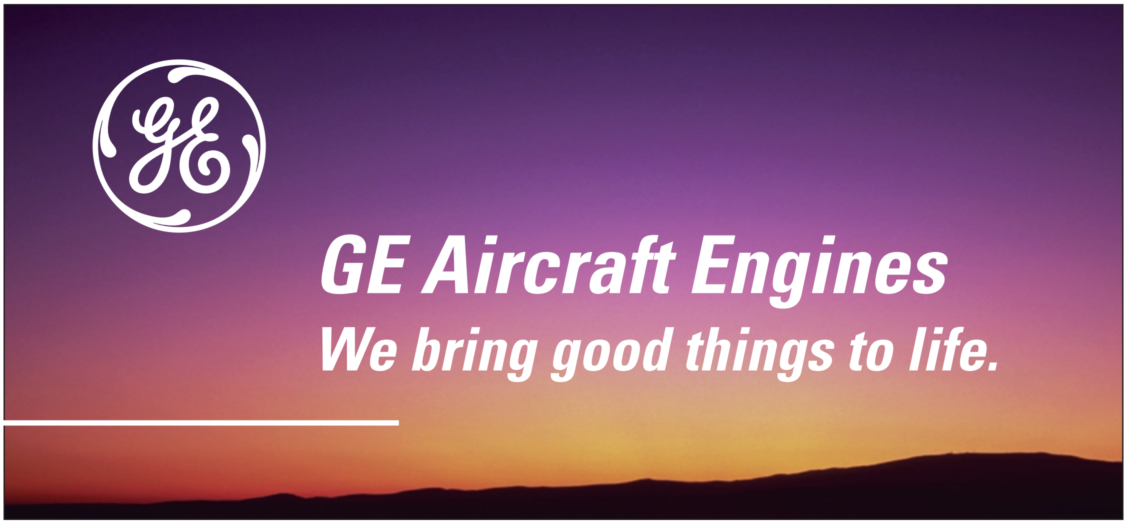

GE Aircraft Engines
We bring good things to life.

If no print or broadcast advertisements are used in the locality, a graphic signature may be used by itself in outdoor advertising, as shown in the example at the left. The signature may contain any of the kinds of messages discussed on page 03.

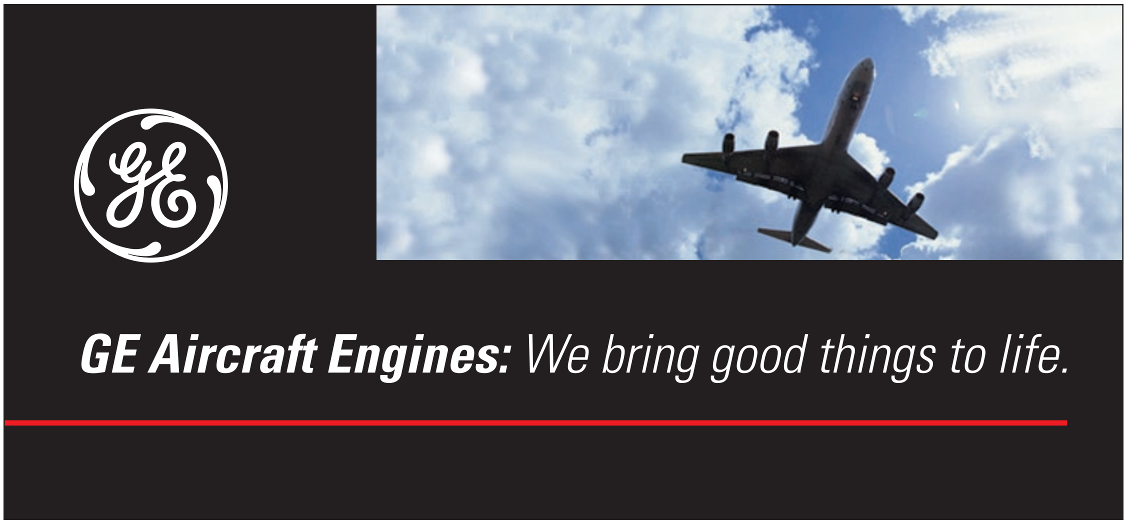

GE Aircraft Engines
We bring good things to life.

The graphic signature may be combined with graphic support such as the Dynamic Monogram, shown at the left.

continued


GE Aircraft Engines
We bring good things to life.

In place of the Dynamic Monogram, a simple photograph, shown at the left, or illustration may be used as graphic support, combined with the graphic signature to create an appealing outdoor advertisement.


GE Aircraft Engines: We bring good things to life.

Outdoor advertising can resemble the close of broadcast advertising by bleeding an appropriate photograph at the upper-right corner of the billboard with the graphic signature placed to the left of and below the photograph.

These guidelines apply to all broadcast advertising pertaining to

- **the Company** and its
  - components
  - subcomponents
  - licensed affiliates
- **the GE brand of products and services**

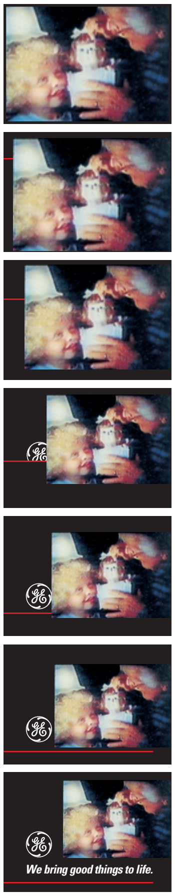
Television Advertising

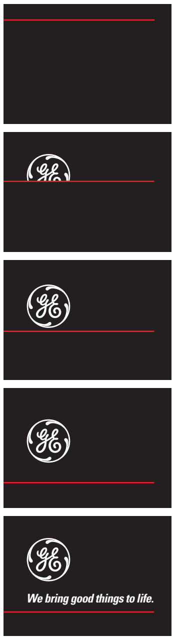
- Use one of the standard sign-offs shown at the right at the end of each televised advertisement.
- Use the name “GE” to refer to the Company and its components, subcomponents, and licensed affiliates (if appropriate) and the GE brand of products and services.
- *Do not* use the name “GE” immediately preceding a Company secondary word mark because such use would suggest that another company has a product with the same secondary word mark.
- *Do not* use the name “General Electric” or “General Electric Company.”

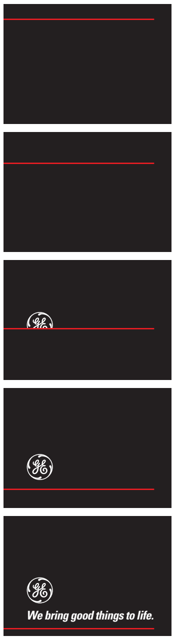
To obtain elements of the standard commercial close, contact:
Manager – Corporate Advertising & Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

Radio Advertising

- Use the name “GE” to refer to the Company and its components, subcomponents, and licensed affiliates (if appropriate) and the GE brand of products and services.
- *Do not* use the name “GE” immediately preceding a Company secondary word mark because such use would suggest that another company has a product with the same secondary word mark.
- *Do not* use the name “General Electric” or “General Electric Company.”


We bring good things to life.


We bring good things to life.


We bring good things to life.

These guidelines apply to Yellow Pages advertising of
- **the Company** and its
  - components
  - subcomponents
  - licensed affiliates
- **the GE brand of products and services**

Note: GE components with national Yellow Pages programs should contact their national program representative for guidance.

- **Use special signature B shown in the examples on page 71.** (For signature construction drawings and guidelines, see document **131**, *Graphic Signatures,* pages 17 and 18.) This signature arrangement permits the signature Monogram to be placed closer to the Laser Line than is possible in the other graphic signatures. Note: Do not use the special signatures in general commercial, industrial, consumer, or consumer trade advertising.
  - Use the communicative name of the component or affiliate (such as "GE Computer Service" or "GE Consumer Service"), typeset in Univers 68 initial capital and lowercase letters, in the signature. For more information on signature typography, see document **131**, *Graphic Signatures,* pages 31 to 35.

- **Place the signature at the top of the format.**
  - Place the signature Monogram in the upper-left corner. Maintain clear space equal to one-quarter the diameter of the signature Monogram above and to the left of the Monogram.
  - Place the signature typography in the right portion of the format, with its baseline horizontally aligned with the base of the signature Monogram.
  - Bleed the Laser Line left off the format (to abut the enclosing rectangular outline, where such outlines are required). End the Laser Line at a point of vertical alignment with the end of the "E" in "GE."

Note: The Dynamic Monogram may be used by only GE components—*not* non-Company service operations, even if they are authorized to use the Monogram alone or in a graphic signature.

- **Use the three-quarter version of the Dynamic Monogram in the lower-right corner.** This element draws attention to the advertisement and can help relate Yellow Pages advertising to other media, such as the identification on service vans.
  - Bleed the Dynamic Monogram off the bottom and right edges of the format (to abut the enclosing rectangular outline, when such outlines are required).
  - Print the Dynamic Monogram in solid black—an exception to the standards for reproducing the Dynamic Monogram.
  - Do not allow any typography or graphic elements to overprint the Dynamic Monogram.

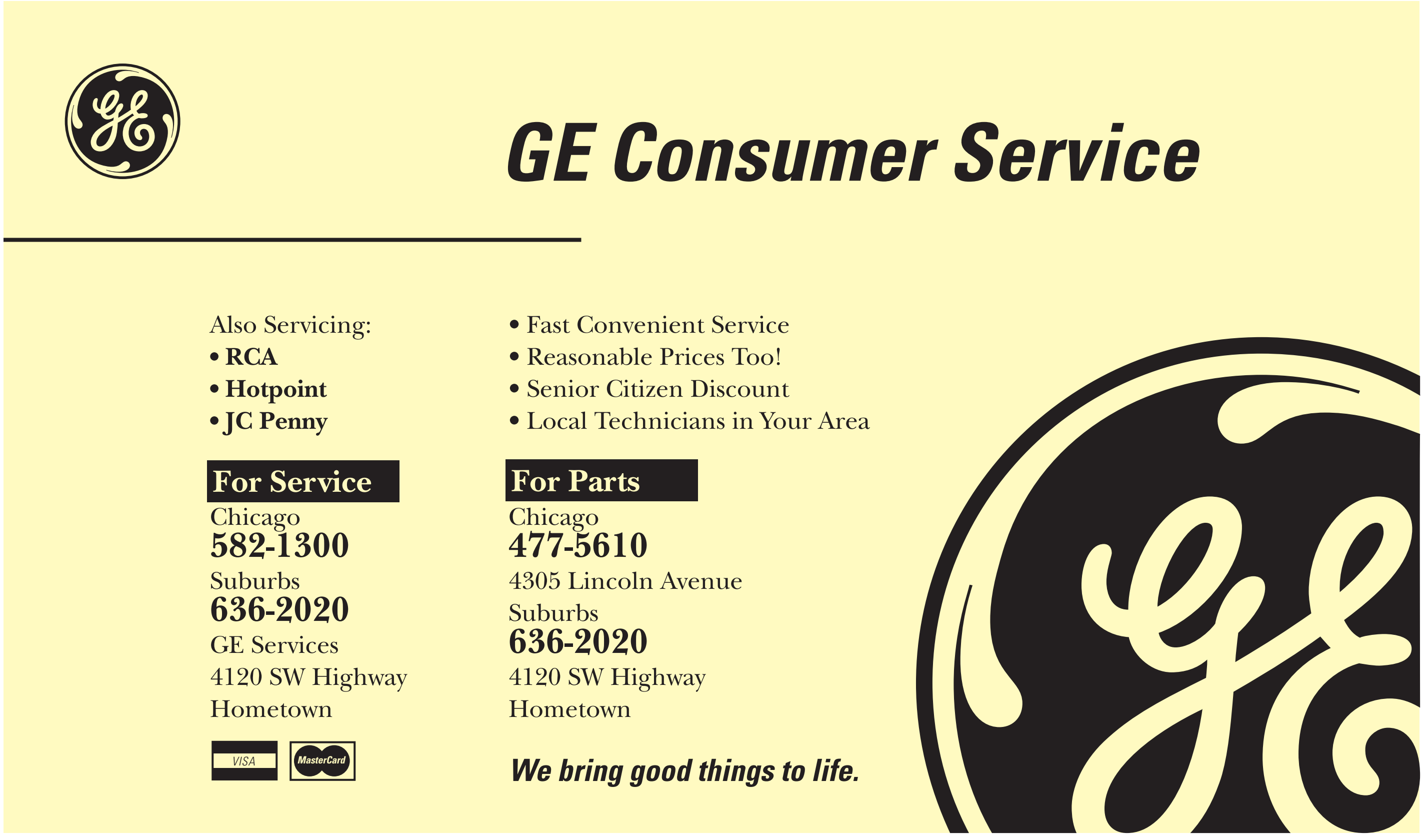
For more information, see document **134**, *Dynamic Monogram.*

- **Use ITC New Baskerville in copy appearing outside the signature.**
  - Set copy in columns, flush left, ragged right.
  - Use no more than three sizes and two weights of ITC New Baskerville whenever possible.
  - *For moderate emphasis of copy,* use a heavy weight of typography or bullets.
  - *For strong emphasis of copy,* reverse typography from a solid black bar.

For information on the ITC New Baskerville series, see document **133**, *Typography,* pages 04 and 05.

- **Align copy columns with signature elements.**
  - When space is sufficient, keep the left margin beneath the signature Monogram clear. This clear margin helps to accentuate the signature Monogram. When this is not possible, align the left copy column with the left edge of the signature Monogram.
  - Align a second copy column with the signature typography.
  - Align other graphic elements, such as the images of credit cards, with the copy columns or signature elements.

- **If applicable, position the slogan, "We bring good things to life."**—typeset in Univers 68—at the bottom of the format, aligned with a copy column.



GE Consumer Service

Also Servicing:
- **RCA**
- **Hotpoint**
- **JC Penny**

- Fast Convenient Service
- Reasonable Prices Too!
- Senior Citizen Discount
- Local Technicians in Your Area

For Service

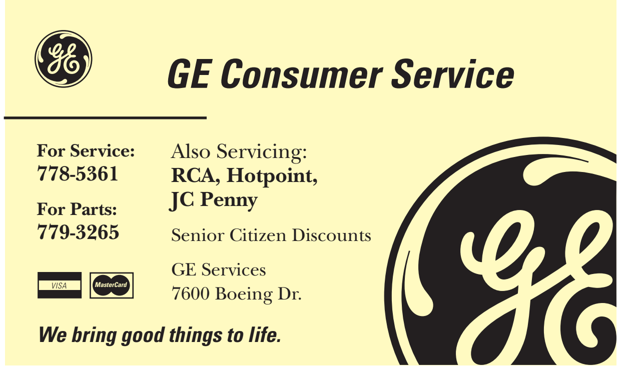
Chicago
582-1300
Suburbs
636-2020
GE Services
4120 SW Highway
Hometown

VISA MasterCard

For Parts

Chicago
477-5610
4305 Lincoln Avenue
Suburbs
636-2020
4120 SW Highway
Hometown

We bring good things to life.



GE Consumer Service

For Service:
778-5361

For Parts:
779-3265

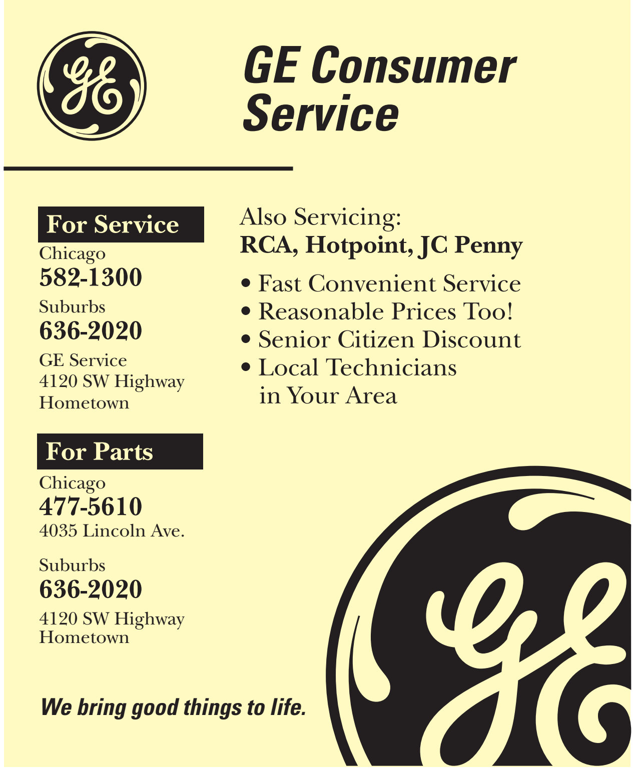
VISA MasterCard

Also Servicing:
RCA, Hotpoint,
JC Penny

Senior Citizen Discounts

GE Services
7600 Boeing Dr.

We bring good things to life.



GE Consumer Service

For Service

Chicago
582-1300
Suburbs
636-2020
GE Service
4120 SW Highway
Hometown

Also Servicing:
RCA, Hotpoint, JC Penny

- Fast Convenient Service
- Reasonable Prices Too!
- Senior Citizen Discount
- Local Technicians in Your Area

For Parts

Chicago
477-5610
4035 Lincoln Ave.

Suburbs
636-2020
4120 SW Highway
Hometown

We bring good things to life.

These guidelines apply to White Pages listings of the Company and its
- components
- subcomponents
- licensed affiliates

Telephone directory White Pages listings help customers locate and contact GE. If the listings are easy to find, they leave customers with a favorable impression of the Company because they can reach GE quickly without wasting time on referral calls.

GE Company and Components

▶ **GE COMPANY**
GE Appliances
32 Hanover......................834-9283
GE Plastics
40 Chestnut Ave............289-2283

List "GE COMPANY" first, and below it, in alphabetical order, list the communicative names of components (usually consisting of "GE" plus a generic description of the component's broadest competence or major product line). Note: Not all publishers permit such listings.

▶ **GENERAL ELECTRIC COMPANY**
PRODUCT INFORMATION
GE Answer Center
Toll Free................800-626-2000
CONSUMER PRODUCT SERVICE
Service.........................452-3511
Parts 4421 Bishop Ln...452-3521
Or Call Toll Free....800-626-2002
For Other GE Numbers
See GE Company

Cross-reference GE. Because some callers seek listings under the legal name, list product information and consumer product service numbers under "GENERAL ELECTRIC COMPANY" with a cross-reference to the GE Company listings, if required. Note: *Do not* list any component, subcomponent, or affiliate numbers under this heading.

GE COMPANY
▶ OTHER OPERATIONS
GE Industry Sales & Services
839 Broad St.............627-8384
GE Lighting Systems
Sales Office
490 Cove Dr..............298-1849
Customer Service
Toll Free...........1 800 368-3277
GE Plastics
Sales Office
40 Chestnut Ave........289-2283
Sales Service Center
Toll Free.............1800 437-5278

List all GE businesses under one bold heading, "GE COMPANY," to help callers quickly locate the Company. These listings should follow any for product information (such as "GE Answer Center") and consumer product service. Do not use bold headings for each office listing because such bold headings would compete with the "GE COMPANY" heading, making it difficult to read the listing.

GE COMPANY
▶ PRODUCT INFORMATION
GE Answer Center
Toll Free................800 626-2000
▶ CONSUMER PRODUCT SERVICE
Service.........................452-3511
Parts 4421 Bishop Ln...452-3521
Or Call Toll Free....800 626-2002
▶ MANUFACTURING PLANT
GE Superabrasives
425 Broadway...........642-9311
Employment.................284-9311
Production Office.........642-9388
Medical Office.............642-9815
▶ GE CAPITAL
Administrative Offices
260 Long Ridge Rd....357-4000
▶ OTHER OPERATIONS
GE Aircraft Engines
1 Prestige Dr.............238-6800

Because of the high volume of calls to product information, consumer product service, and manufacturing plant (where applicable) numbers, list these numbers *before* the alphabetical listing of components' numbers.

Affiliates

List "GE Capital" under the "GE COMPANY" bold heading and above the "OTHER OPERATIONS" subheading. **List all other affiliates** alphabetically with GE components under "OTHER OPERATIONS."

Note: List only GE components and affiliates under the name "GE" in White Pages. Independent resellers and dealers may not be listed under "General Electric Company," "General Electric," or "GE Company." Entries such as "GE Repair Shop" or "General Electric Washing Machine Parts" should be brought to the attention of the component Patent Counsel for appropriate action.

continued

Multiple-Listing Format

The example at the left illustrates a correctly organized listing for multiple GE components and affiliates.

1. **GE COMPANY**
2. PRODUCT INFORMATION
GE Answer Center
Toll Free................800 626-2000
3. CONSUMER PRODUCT SERVICE
Service.........................452-3511
Parts 4421 Bishop Ln...452-3521
Or Call Toll Free....800 626-2002
4. MANUFACTURING PLANT
GE Superabrasives
425 Broadway...........642-9311
Employment.................284-9118
Production Office.........642-9388
Medical Office.............642-9815
5. GE CAPITAL
Administrative Offices
260 Long Ridge Rd....357-4000
Customer Service
260 Long Ridge Rd....357-4508
6. OTHER OPERATIONS
GE Aircraft Engines
1 Prestige Dr..............238-6800
GE Computer Service
Connecticut Service Center
1 Prestige Rd.............238-6857
Data Communication Service
1 Prestige Dr..............238-6889
Quick Rental Instruments
1 Prestige Dr..............238-6890
GE Ericsson Mobile Communications
425 Broadway Sq......824-3201
GE Lighting
1 Prestige Dr..............238-6836

1. **"GE COMPANY" is the initial bold heading**, followed by
2. "PRODUCT INFORMATION" listings, followed by
3. "CONSUMER PRODUCT SERVICE" and parts listings, followed by
4. "MANUFACTURING PLANT" listings, followed by
5. "GE CAPITAL" listings, followed by
6. "OTHER OPERATIONS," listing numbers for all local GE components and affiliates

Note: To ensure inclusion of all GE listings under the "GE COMPANY" heading, notify GE Corporate Marketing Communications, 8*232-2397, of all new and changed telephone numbers for your organization.

Although the print advertising standards (pages 02 to 05) apply throughout the world, there are additional rules to follow outside the U.S.A.:

- An affiliate licensed to use a corporate trademark by itself should use it for the sign-off in an advertisement.
- A joint venture licensed to use the Monogram together with its corporate identification (joint marks) should use these marks for the sign-off.
- The corporate trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

When the Company name or affiliate name is already featured, use Form 1, also shown in document **121** on page 06.

Corporate Trademarks in Advertising in the United Kingdom

Advertising Produced by GE or Its Affiliates and Distributed in the United Kingdom

- The Monogram may be used, preferably in a graphic signature, with the letters “USA” (without periods) under it. Whenever the Monogram is used, either the full name, “General Electric Company, U.S.A.,” or preferably the trademark legend, “Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name,” should appear clearly legible.
- The General Electric Signature may be used, but only either
  - with the letters “USA” (without periods) under the Monogram
  - with an asterisk adjacent to the trademark referring to the legend

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- The GE block letter mark may be used only in text, not in a headline.
- The name of any United Kingdom affiliate may be used.
- The name “General Electric Company of U.S.A.” or “General Electric Company, U.S.A.” may be used provided that both
  - the initials “U.S.A.” are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the legend

*** Not connected with the English Company of a similar name**

- The identification “General Electric (U.S.A.)” or “GE (U.S.A.)” may be used provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - the identification is not used alone or as a trademark
  - the identification appears in text and is shown in the same typeface and size as the surrounding text
- The identification “General Electric Company,” “General Electric,” or “GE” alone should not be used except as set forth in the preceding paragraphs.

Advertising by Distributors, Dealers, and Others

To the extent that General Electric Company or any company affiliated with it can or does control or guide advertising and promotional practices of distributors, dealers, and others in the United Kingdom, such control or guidance should be governed by the foregoing provisions.

Advertising Not in Connection with Products (such as Recruitment Advertisements)

Whenever the Company name or trademarks are applied to advertisements or other matter unrelated to products, such applications should be given legal review.

Advertising appearing in international media that incidentally also find their way into England need not follow the preceding rules, but identification of GE as a U.S. company is highly advisable.

Advertisements intended for a publication produced in the United Kingdom that is for distribution both inside and outside the United Kingdom require legal review before release.

Recruitment Advertising

These guidelines apply to the display advertising of employment opportunities with

- **the Company** and its
  - components and subcomponents
  - divisions, departments, and operations
- **affiliates** licensed to use the GE identity

Successful recruitment advertisements do more than list job openings. In a swarm of competing advertisements of widely varying quality, successful advertisements attract and hold a desirable candidate's attention. Their look and tone reflect the advertised company's culture and philosophy, providing an introduction to the company for the prospective employee. According to the Newspaper Advertising Bureau and other experts, that perception strongly influences a candidate's decision to pursue a career with a company.

Thus, each GE recruitment advertisement must

- **stand out from competitive clutter**
- **appeal to the high-quality people the Company seeks to hire**

This document contains guidelines for

- **layout**
- **typefaces**
- **the signature** identifying the component or affiliate

as well as suggestions for advertising copy to help bring greater clarity, consistency, and creativity to GE recruitment advertisements, making them

- *highly visible and appealing to the people the Company seeks to hire*

- *faster, easier, and more economical to produce*

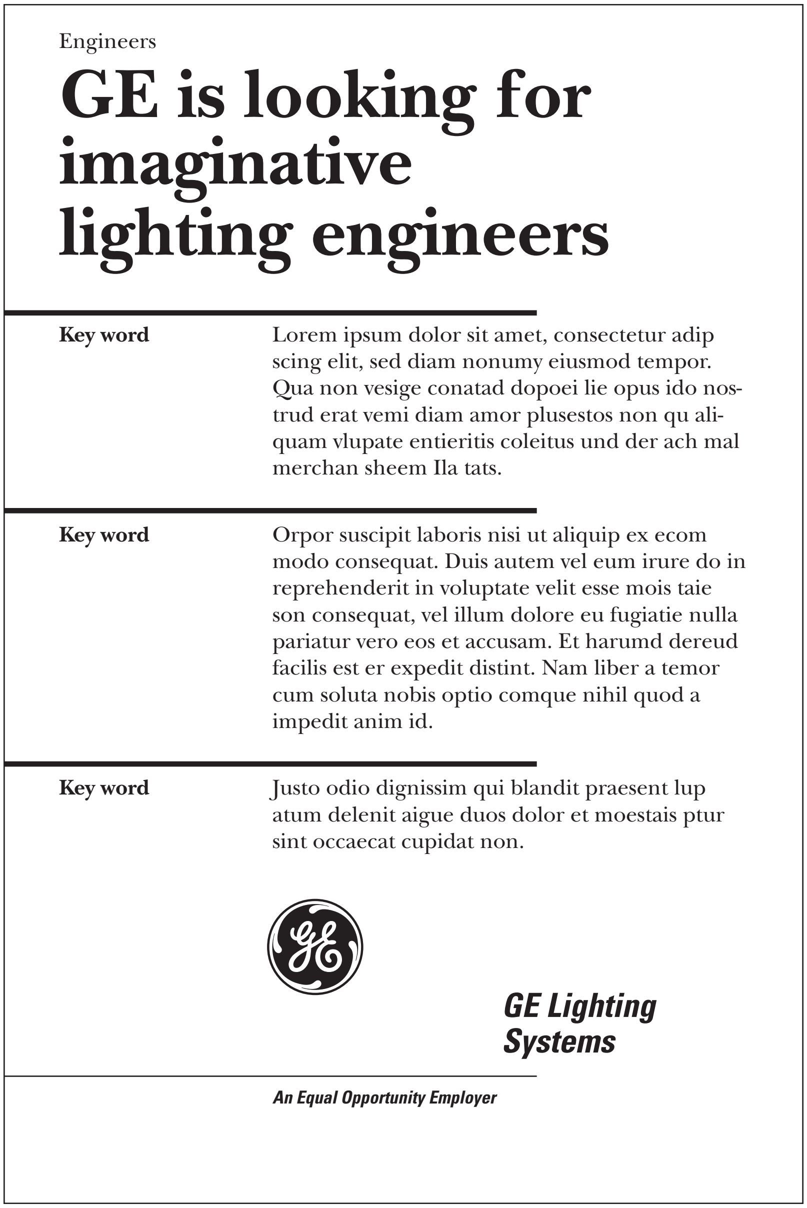
Introduction **242**.02

Layout Guidelines **242**.03

Optional Elements:
- *Bars & Bands* **242**.07
- *Employment Agency Logos* **242**.08
- *Dynamic Monogram* **242**.09

Copy Guidelines **242**.10

Advertising outside the U.S.A. **242**.90



Engineers

GE is looking for imaginative lighting engineers

Key word	Lorem ipsum dolor sit amet, consectetur adip scing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.
Key word	Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.
Key word	Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer

Clear space—an area without text or imagery—is a key element in GE recruitment advertising, helping create distinctive, attractive, and professional-looking advertisements. It's a classic case of "less is more": Ample clear space provides an open, relaxed, and inviting appearance that makes GE advertisements pop out from the surrounding clutter.

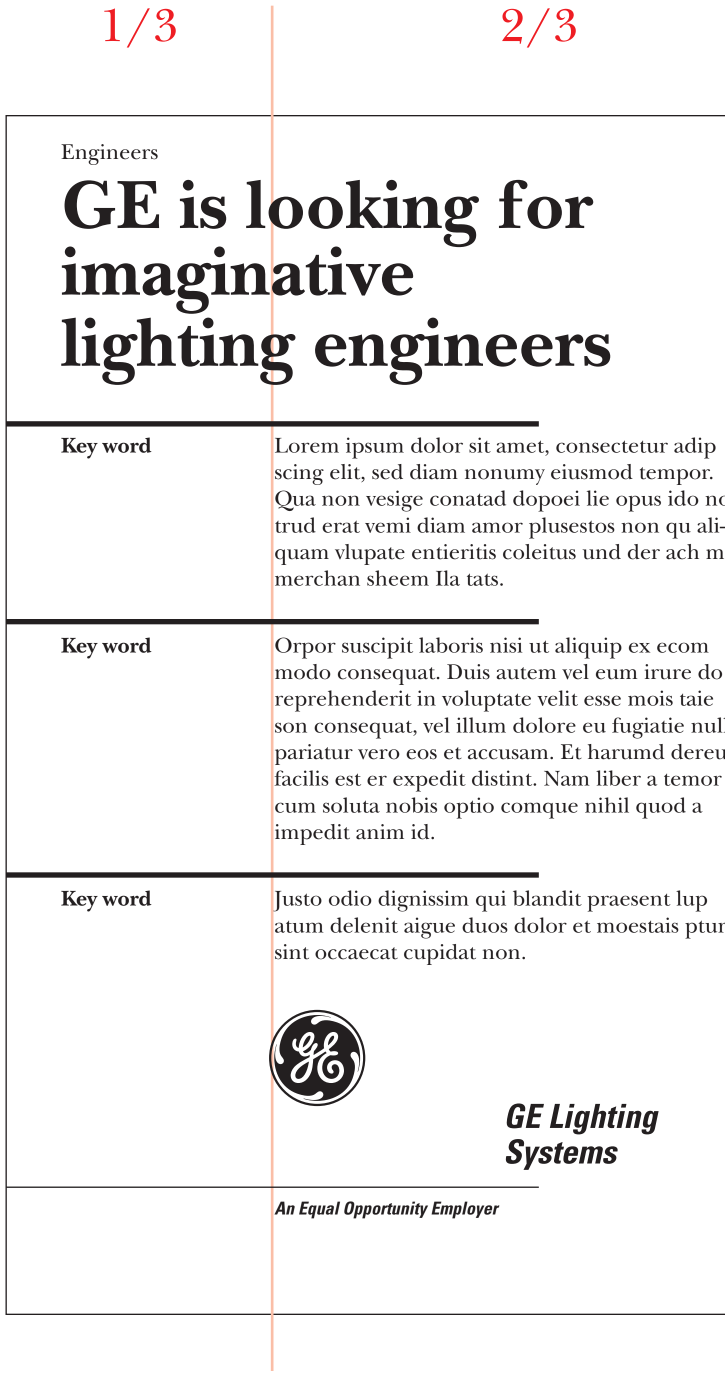
Despite this fact, some people think clear space is wasted space. Their advertisements quickly become so packed with type that even when someone notices them in the clutter, they appear difficult to read. People tend to associate clutter in advertisements with relatively unsophisticated employers—which is not the impression GE wishes to make.

A key layout principle in all GE communications is the strong vertical and horizontal alignment of elements.

Such alignments establish a sense of order, structure, and discipline in GE recruitment advertisements, suggesting the Company's professionalism while making the advertisements easy to read and understand.

Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.



Engineers

GE is looking for imaginative lighting engineers

Key word Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.

Key word Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word Justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer

Use a vertical rectangle whenever possible. Because many newspapers have reduced the column width for classified advertisements,

- *use three-column* (highly recommended) or two-column advertisements
- *avoid one-column* advertisements

Note: A two-column advertisement 3 $^7/_{16}$" in height makes a stronger visual impact than a one-column advertisement 7" in height, usually at no additional space cost.

Use generous clear space throughout the advertisement to attract attention and make the advertisement easy to read and understand:

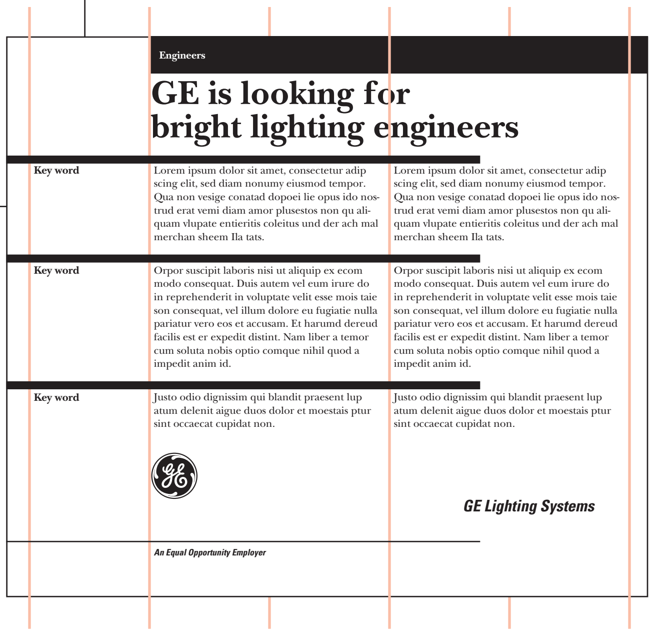
- **Make the width of the**
  - ***key word area*** approximately one-quarter to one-third the width of the advertisement
  - ***body copy area*** approximately three-quarters to two-thirds the width of the advertisement

  For horizontal advertisements, divide the width into four or five sections and devote one section to the key word area, as shown below.

- **Keep key words and phrases short.**

- **Typeset body copy flush left and place it to create a pillar of clear space along the left side of each advertisement.** This asymmetry is an integral part of the distinctive GE visual style.

continued



Engineers

GE is looking for bright lighting engineers

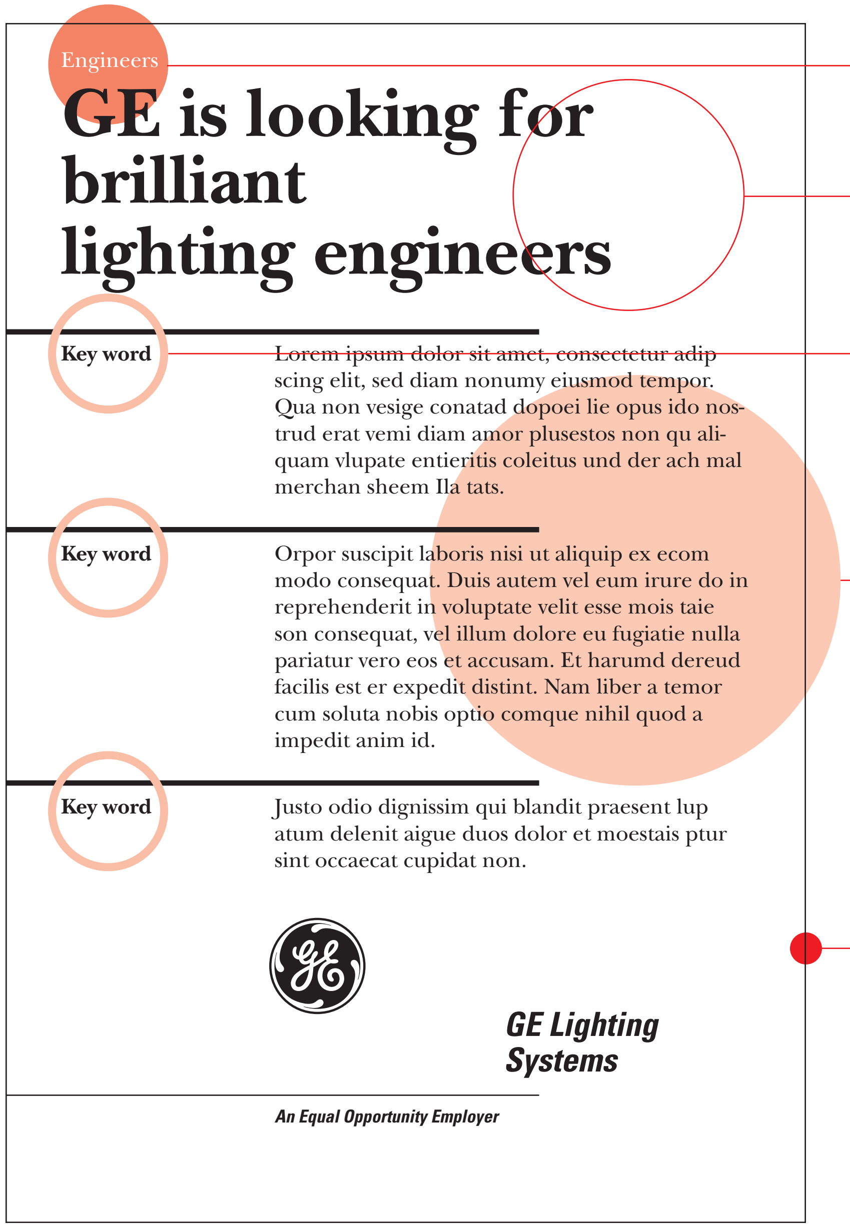
Key word Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats. Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.

Key word Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id. Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word Justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non. Justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer



Engineers

GE is looking for brilliant lighting engineers

Key word Lorem ipsum dolor sit amet, consectetur adipscing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.

Key word Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word Justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer

Many newspapers alphabetize advertisements by a *positioning key*, the first word of the copy. **When using a positioning key,**

- **typeset** it in ITC New Baskerville in the same point size as the body copy
- **place** it at the left margin, above the headline

Typeset the headline in ITC New Baskerville Bold, either roman or italic.

Typeset key words in ITC New Baskerville Bold, either roman or italic, in the same point size as the body copy. Inviting subheads can be used to highlight subject matter and help emphasize the interests of special disciplines.

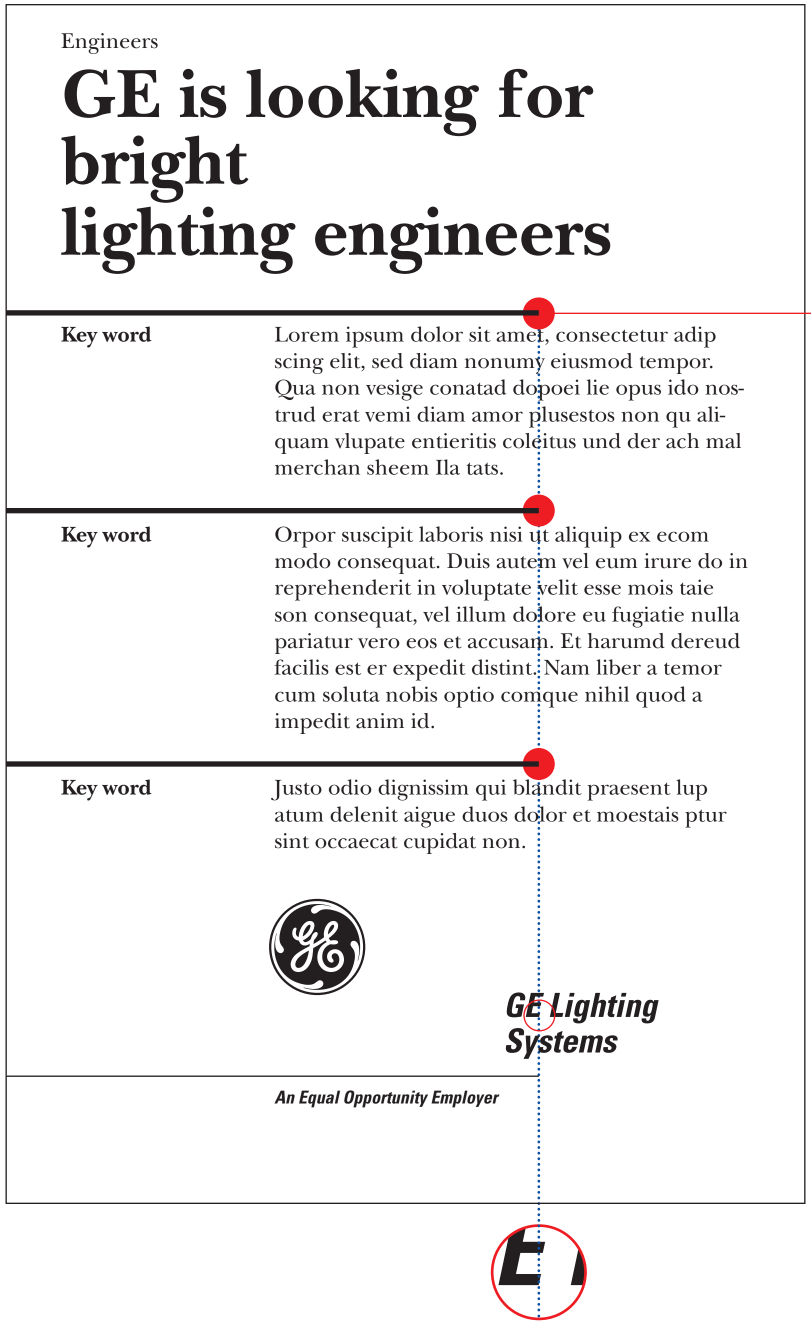
Typeset body copy in ITC New Baskerville Roman, flush left, ragged right. To maintain high legibility, do not use italic type in body copy.

An illustration, photograph, or diagram may be used in the body copy area, if desired:

- Place it within the width of the body copy area; do not let it extend into the key word area.
- If an accompanying caption is used, typeset it in ITC New Baskerville Italic.

Use a single ½-point outline for all recruitment advertisements, regardless of size.

continued



Engineers

GE is looking for bright lighting engineers

Key word Lorem ipsum dolor sit amet, consectetur adip scing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.

Key word Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer

The vertical alignment point at the ends of all the rules and the end of the "E" in "GE" can move left or right as required to accommodate a longer or shorter business name in the signature.

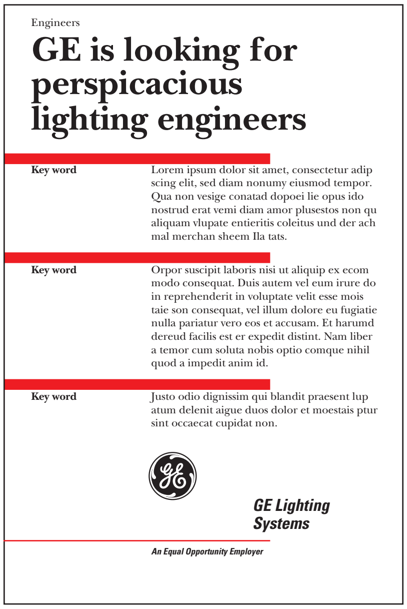
To organize copy elements, use horizontal rules, a minimum of 2 points in thickness,

- beginning at the left edge of the advertisement
- ending flush right approximately halfway across the width of the body copy

Note: All rules, including the Laser Line in the graphic signature, should be the same length, ending at the same point of vertical alignment.

If a second color is available, all rules may print in Laser Red, but in that case, all rules *except* the Laser Line should be at least 6-point bars to keep them well differentiated from the fine Laser Line, as shown in the example below.

continued



Engineers

GE is looking for perspicacious lighting engineers

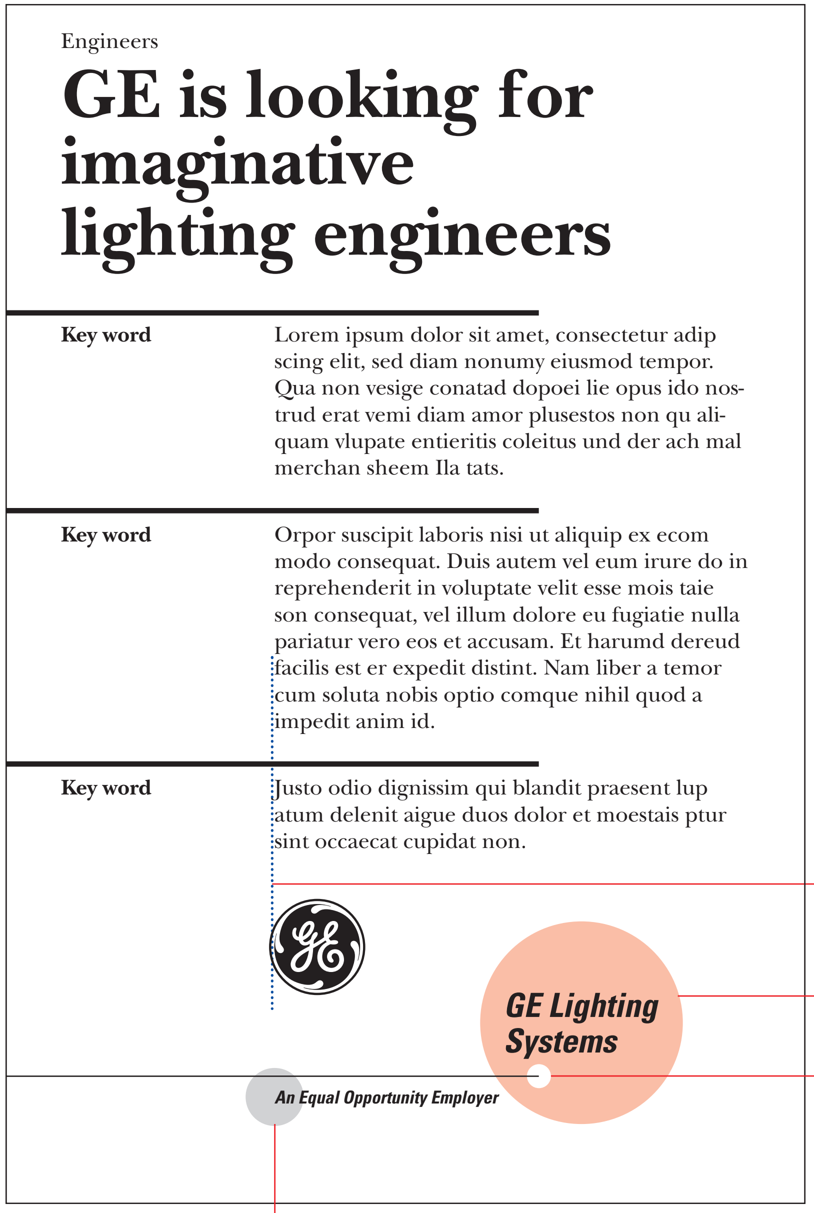
Key word Lorem ipsum dolor sit amet, consectetur adip scing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.

Key word Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer



Engineers

GE is looking for imaginative lighting engineers

Key word	Lorem ipsum dolor sit amet, consectetur adip scing elit, sed diam nonumy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vlupate entieritis coleitus und der ach mal merchan sheem Ila tats.
Key word	Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel eum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harumd dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.
Key word	Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer

Graphic Signature Sign-Off

Use the primary signature in recruitment advertising. Where space is severely restricted, use the compact or vertical signature.

Use all three elements of the graphic signature (the signature Monogram, signature typography, and Laser Line). Do not delete any signature element in recruitment advertising.

Keep the space within and surrounding the signature clear of typography, illustration, conflicting patterns, or the trim edge of the advertisement. *Note: In particular, do not allow text to appear directly to the right of the signature Monogram.*

For signature construction drawings and more information on the minimum clear space required for each signature, see document **131**, *Graphic Signatures*, pages 11 to 16.

Visually align the left edge of the signature Monogram with the left side of the body copy.

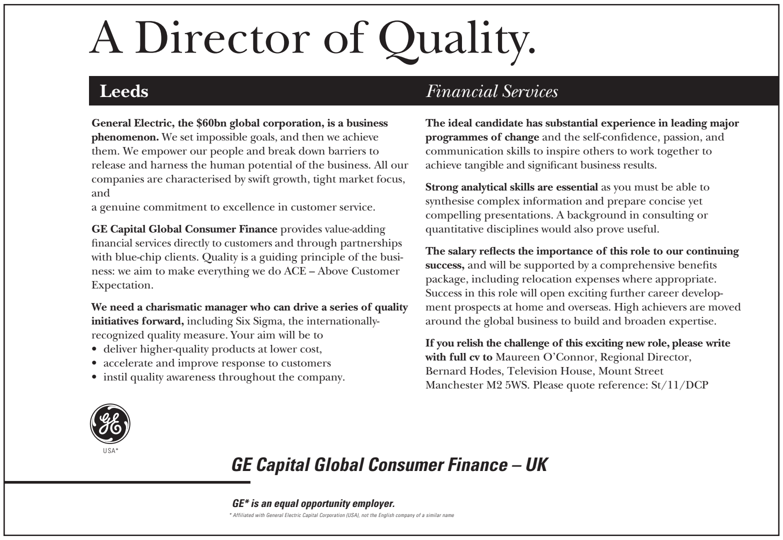
Typeset the communicative name of the business in Univers 68* in one or two lines, as required.

Place the Laser Line—a ½-point rule beginning at the outline of the left edge of the advertisement —below the communicative name of the business at a distance equal to the capital height of the communicative name.

Typeset "An Equal Opportunity Employer" in Univers 68 or 48* and place it below the Laser Line. *Note: This phrase is required on all GE recruitment advertisements.*

---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique



A Director of Quality.

Leeds *Financial Services*

General Electric, the $60bn global corporation, is a business phenomenon. We set impossible goals, and then we achieve them. We empower our people and break down barriers to release and harness the human potential of the business. All our companies are characterised by swift growth, tight market focus, and
a genuine commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients. Quality is a guiding principle of the business: we aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward, including Six Sigma, the internationally-recognized quality measure. Your aim will be to
- deliver higher-quality products at lower cost,
- accelerate and improve response to customers
- instil quality awareness throughout the company.

The ideal candidate has substantial experience in leading major programmes of change and the self-confidence, passion, and communication skills to inspire others to work together to achieve tangible and significant business results.

Strong analytical skills are essential as you must be able to synthesise complex information and prepare concise yet compelling presentations. A background in consulting or quantitative disciplines would also prove useful.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open exciting further development prospects at home and overseas. High achievers are moved around the global business to build and broaden expertise.

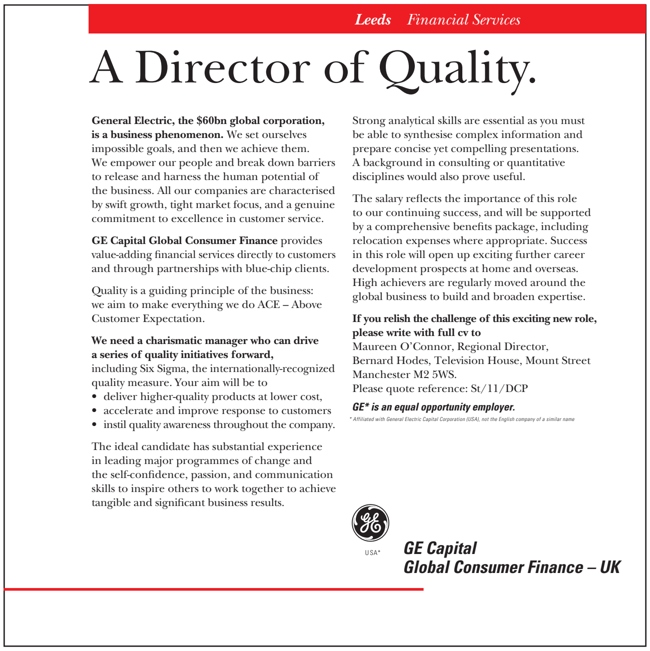
If you relish the challenge of this exciting new role, please write with full cv to Maureen O'Connor, Regional Director, Bernard Hodes, Television House, Mount Street Manchester M2 5WS. Please quote reference: St/11/DCP

USA*

GE Capital Global Consumer Finance – UK

GE* is an equal opportunity employer.

** Affiliated with General Electric Capital Corporation (USA), not the English company of a similar name*



Leeds *Financial Services*

A Director of Quality.

General Electric, the $60bn global corporation, is a business phenomenon. We set ourselves impossible goals, and then we achieve them. We empower our people and break down barriers to release and harness the human potential of the business. All our companies are characterised by swift growth, tight market focus, and a genuine commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients.

Quality is a guiding principle of the business: we aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward, including Six Sigma, the internationally-recognized quality measure. Your aim will be to
- deliver higher-quality products at lower cost,
- accelerate and improve response to customers
- instil quality awareness throughout the company.

The ideal candidate has substantial experience in leading major programmes of change and the self-confidence, passion, and communication skills to inspire others to work together to achieve tangible and significant business results.

Strong analytical skills are essential as you must be able to synthesise complex information and prepare concise yet compelling presentations. A background in consulting or quantitative disciplines would also prove useful.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open up exciting further career development prospects at home and overseas. High achievers are regularly moved around the global business to build and broaden expertise.

If you relish the challenge of this exciting new role, please write with full cv to
Maureen O'Connor, Regional Director,
Bernard Hodes, Television House, Mount Street
Manchester M2 5WS.
Please quote reference: St/11/DCP

GE* is an equal opportunity employer.

** Affiliated with General Electric Capital Corporation (USA), not the English company of a similar name*

USA*

GE Capital
Global Consumer Finance – UK

If the copy does not lend itself to the use of key words or phrases and the horizontal rule lines shown in the layout guidelines on pages 03 to 06, bars or bands in black or color may be used to
- *structure* a recruitment advertisement
- *emphasize* information, such as the industry category and employment locale

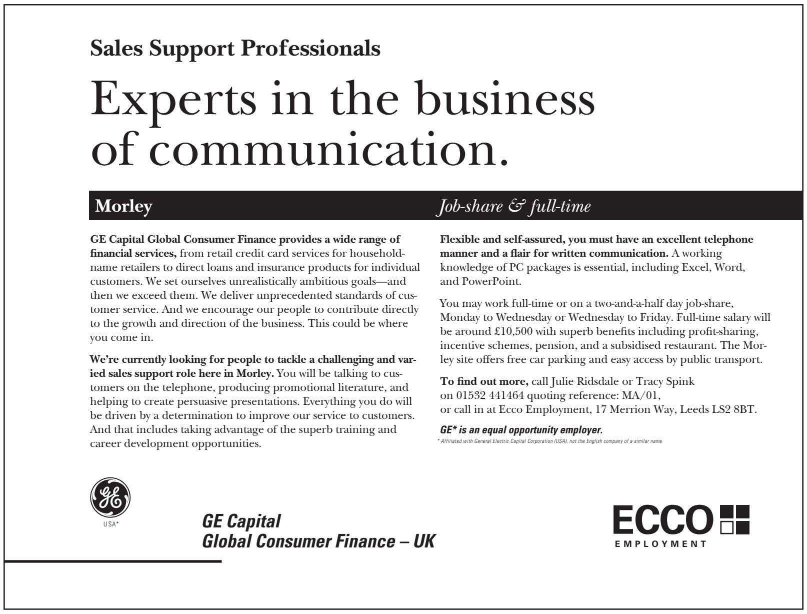
as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of bars or bands in GE recruitment advertising throughout the world.

When using bars or bands, maintain
- **ample clear space** by
  - using a wide left margin
  - keeping the area surrounding the graphic signature clear
- **strong vertical and horizontal alignments among the layout elements**

as shown in the examples at the left and discussed on page 02.

When using color
- *in the bars or bands,* the corporate color Laser Red would provide a strong accent, but any appropriate color may be used
- *in the Laser Line,* only black, Platinum Grey, white, or Laser Red may be used.
No other color may be used in the Laser Line.



Sales Support Professionals

Experts in the business of communication.

Morley *Job-share & full-time*

GE Capital Global Consumer Finance provides a wide range of financial services, from retail credit card services for household-name retailers to direct loans and insurance products for individual customers. We set ourselves unrealistically ambitious goals—and then we exceed them. We deliver unprecedented standards of customer service. And we encourage our people to contribute directly to the growth and direction of the business. This could be where you come in.

We're currently looking for people to tackle a challenging and varied sales support role here in Morley. You will be talking to customers on the telephone, producing promotional literature, and helping to create persuasive presentations. Everything you do will be driven by a determination to improve our service to customers. And that includes taking advantage of the superb training and career development opportunities.

Flexible and self-assured, you must have an excellent telephone manner and a flair for written communication. A working knowledge of PC packages is essential, including Excel, Word, and PowerPoint.

You may work full-time or on a two-and-a-half day job-share, Monday to Wednesday or Wednesday to Friday. Full-time salary will be around £10,500 with superb benefits including profit-sharing, incentive schemes, pension, and a subsidised restaurant. The Morley site offers free car parking and easy access by public transport.

To find out more, call Julie Ridsdale or Tracy Spink
on 01532 441464 quoting reference: MA/01,
or call in at Ecco Employment, 17 Merrion Way, Leeds LS2 8BT.

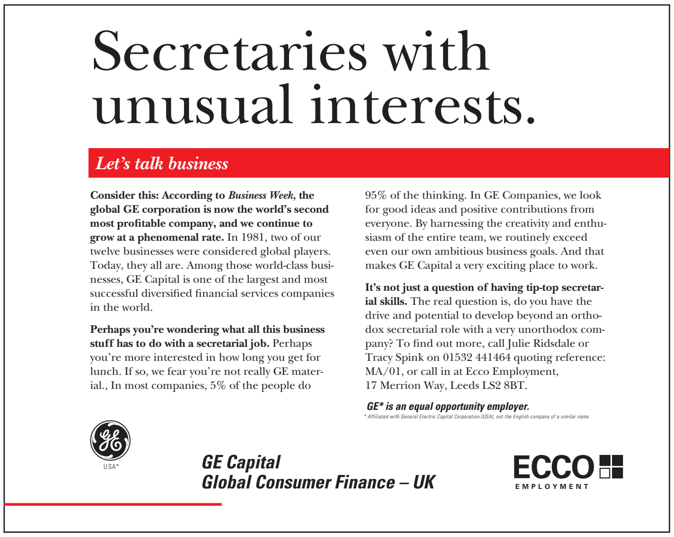
GE* is an equal opportunity employer.

* Affiliated with General Electric Capital Corporation (USA), not the English company of a similar name

USA*

GE Capital
Global Consumer Finance – UK

ECCO EMPLOYMENT



Secretaries with unusual interests.

Let's talk business

Consider this: According to *Business Week*, the global GE corporation is now the world's second most profitable company, and we continue to grow at a phenomenal rate. In 1981, two of our twelve businesses were considered global players. Today, they all are. Among those world-class businesses, GE Capital is one of the largest and most successful diversified financial services companies in the world.

Perhaps you're wondering what all this business stuff has to do with a secretarial job. Perhaps you're more interested in how long you get for lunch. If so, we fear you're not really GE material., In most companies, 5% of the people do 95% of the thinking. In GE Companies, we look for good ideas and positive contributions from everyone. By harnessing the creativity and enthusiasm of the entire team, we routinely exceed even our own ambitious business goals. And that makes GE Capital a very exciting place to work.

It's not just a question of having tip-top secretarial skills. The real question is, do you have the drive and potential to develop beyond an orthodox secretarial role with a very unorthodox company? To find out more, call Julie Ridsdale or Tracy Spink on 01532 441464 quoting reference: MA/01, or call in at Ecco Employment,
17 Merrion Way, Leeds LS2 8BT.

GE* is an equal opportunity employer.

* Affiliated with General Electric Capital Corporation (USA), not the English company of a similar name

USA*

GE Capital
Global Consumer Finance – UK

ECCO EMPLOYMENT

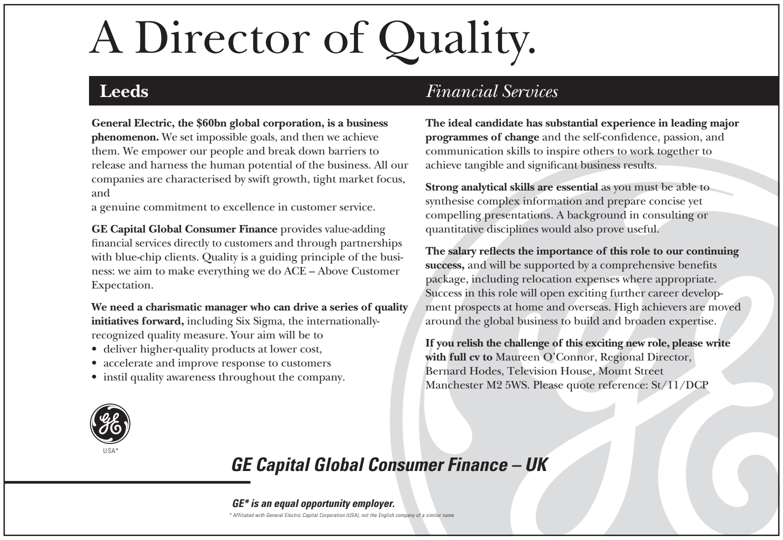
As an option, the identity of the employment agency that places the advertisement (a symbol or logotype) may be used in an advertisement, provided that it is

- *placed in the lower-right corner* of the advertisement
- *kept separate* from all other elements in the advertisement

as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of employment agency identities in GE recruitment advertising throughout the world.

Note: The Dynamic Monogram may not be used with the identity of an employment agency.



A Director of Quality.

Leeds *Financial Services*

General Electric, the $60bn global corporation, is a business phenomenon. We set impossible goals, and then we achieve them. We empower our people and break down barriers to release and harness the human potential of the business. All our companies are characterised by swift growth, tight market focus, and
a genuine commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients. Quality is a guiding principle of the business: we aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward, including Six Sigma, the internationally-recognized quality measure. Your aim will be to
- deliver higher-quality products at lower cost,
- accelerate and improve response to customers
- instil quality awareness throughout the company.

The ideal candidate has substantial experience in leading major programmes of change and the self-confidence, passion, and communication skills to inspire others to work together to achieve tangible and significant business results.

Strong analytical skills are essential as you must be able to synthesise complex information and prepare concise yet compelling presentations. A background in consulting or quantitative disciplines would also prove useful.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open exciting further development prospects at home and overseas. High achievers are moved around the global business to build and broaden expertise.

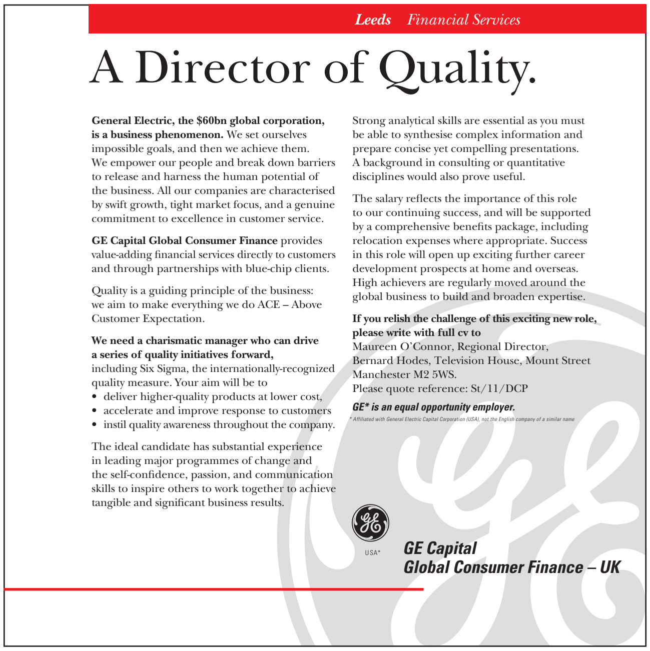
If you relish the challenge of this exciting new role, please write with full cv to Maureen O'Connor, Regional Director, Bernard Hodes, Television House, Mount Street Manchester M2 5WS. Please quote reference: St/11/DCP

USA*

GE Capital Global Consumer Finance – UK

GE* is an equal opportunity employer.

** Affiliated with General Electric Capital Corporation (USA), not the English company of a similar name*



Leeds *Financial Services*

A Director of Quality.

General Electric, the $60bn global corporation, is a business phenomenon. We set ourselves impossible goals, and then we achieve them. We empower our people and break down barriers to release and harness the human potential of the business. All our companies are characterised by swift growth, tight market focus, and a genuine commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients.

Quality is a guiding principle of the business: we aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward,
including Six Sigma, the internationally-recognized quality measure. Your aim will be to
- deliver higher-quality products at lower cost,
- accelerate and improve response to customers
- instil quality awareness throughout the company.

The ideal candidate has substantial experience in leading major programmes of change and the self-confidence, passion, and communication skills to inspire others to work together to achieve tangible and significant business results.

Strong analytical skills are essential as you must be able to synthesise complex information and prepare concise yet compelling presentations. A background in consulting or quantitative disciplines would also prove useful.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open up exciting further career development prospects at home and overseas. High achievers are regularly moved around the global business to build and broaden expertise.

If you relish the challenge of this exciting new role, please write with full cv to
Maureen O'Connor, Regional Director,
Bernard Hodes, Television House, Mount Street
Manchester M2 5WS.
Please quote reference: St/11/DCP

GE* is an equal opportunity employer.

** Affiliated with General Electric Capital Corporation (USA), not the English company of a similar name*

USA*

GE Capital
Global Consumer Finance – UK

As an option, the Dynamic Monogram may be used in recruitment advertising according to the guidelines in GE Identity Program document **134**, *Dynamic Monogram,* as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of the Dynamic Monogram in GE recruitment advertising throughout the world.

- **Reproduce the Dynamic Monogram**
  - *large*
  - *bleeding off the format* (touching the boundary line of the advertisement)
  - *in a subtle color of low contrast to the background:* for example, a light tint of black such as 10% (Remember: The letters/curlicues are always lighter than the field. For correct reproduction, use the positive version of the Dynamic Monogram and use color in the field, letting the white of the page show in the letters/curlicues.)
- **Use only the authorized drawings of the Dynamic Monogram, including the**
  - ***three-quarter version*** (shown in the examples)
  - ***one-quarter version***

  Note: The left- and right-bleeding horizontal versions of the Dynamic Monogram—which bleed at the top, bottom, and either left or right of the format—also may be used, provided the proportional relationship between the vertical and horizontal dimensions of the format is at least 1 x 3.
- ***Do not* create new croppings of the Monogram.** If you feel you need a new crop, first contact the Manager of GE Identity, GE Corporate Marketing Communications, Fairfield, Connecticut.
- **When properly reproduced as described above, typography may overprint the Dynamic Monogram**.

Although no two GE recruitment advertisements are entirely alike, all must be easy to read and understand. At the same time, each must enhance the GE image because the best applicants are not looking for just a job and salary—they are looking for a company.

The headline should use an active verb and identify the type of candidate the Company is seeking using a phrase that is both descriptive and appealing. For example, start with the action words "GE is looking for…." Looking for what? Engineers? No: *imaginative engineers.* Readers should recognize themselves as soon as possible in the headline and copy.

The opening paragraph is a good place to convey general information. It serves as an umbrella for the specific employment offerings appearing in subsequent paragraphs.

Key words and phrases can help summarize vital points, pique interest, and stimulate response. These key words and phrases can also feature the disciplines (for example: *Electronics, Chemical,* or *Plastics*) and draw specialists to their areas of expertise.

The copy should cover the major selling points of the position for the target candidate. These may vary from one field to another.

In general, all recruitment advertisements should indicate clearly that the Company offers

- ***opportunity*** to grow, learn, contribute, and increase one's knowledge, value, and earning capacity
- ***recognition***, understanding that it is Company policy to notice, single out, and reward talent and achievement
- ***responsibility*** for those who can initiate, accomplish, make decisions, and lead
- ***challenge*** to take on bigger and more demanding assignments in accordance with demonstrated performance

Keep copy clear, brief, and to the point. Such copy not only encourages readership, it also helps reinforce the point that GE places high value on speed, simplicity, and self-confidence.

Emphasize facts—hard, cold ones. Each is worth a hundred vague, general promises.

Keep the tone warm and personal. Speak in terms that are friendly, personal, and encouraging.

Even in the most complex technologies, good copy can project the enthusiasm and excitement available in the position advertised.

Although the recruitment advertising standards (pages 02 to 07) apply throughout the world, there are additional rules to follow outside the U.S.A.:

- An affiliate licensed to use a corporate trademark by itself should use it as the sign-off in an advertisement.
- A joint venture licensed to use the Monogram together with its own corporate identification (joint marks) should use these marks as the sign-off.
- The corporate trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

When the Company name or affiliate name is already featured, use Form 1, also shown in document **121**, page 06.

Corporate Trademarks in Advertising in the United Kingdom

Advertising Produced by GE or Its Affiliates and Distributed in the United Kingdom

- The Monogram may be used, preferably in a graphic signature, with the letters “USA” (without periods) under it. Whenever the Monogram is used, either the full name, “General Electric Company, U.S.A.,” or preferably the trademark legend, “Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name,” should appear clearly legible.
- The General Electric Signature may be used, but only either
  - with the letters “USA” (without periods) under the Monogram
  - with an asterisk adjacent to the trademark referring to the legend

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- The GE block letter mark may be used only in text, not in a headline.
- The name of any United Kingdom affiliate may be used.
- The name “General Electric Company of U.S.A.” or “General Electric Company, U.S.A.” may be used, provided that both
  - the initials “U.S.A.” are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the legend

*** Not connected with the English Company of a similar name**

- The identification “General Electric (U.S.A.)” or “GE (U.S.A.)” may be used, provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - the identification is not used alone or as a trademark
  - the identification appears in text and is shown in the same typeface and size as the surrounding text
- The identification “General Electric Company,” “General Electric,” or “GE” alone should not be used except as set forth in the preceding paragraphs.

Advertising by Distributors, Dealers, and Others

To the extent that General Electric Company or any company affiliated with it can or does control or guide advertising and promotional practices of distributors, dealers, and others in the United Kingdom, such control or guidance should be governed by the foregoing provisions.

Advertising Not in Connection with Products (such as Recruitment Advertisements)

Whenever the Company name or trademarks are applied to advertisements or other matter unrelated to products, such applications should be given legal review.

Advertising appearing in international media that incidentally also find their way into England need not follow the preceding rules, but identification of GE as a U.S. company is highly advisable.

Advertisements intended for a publication produced in the United Kingdom that is for distribution both inside and outside the United Kingdom require legal review before release.

Promotional Brochures

These standards apply to all promotional brochures pertaining to

- **the Company** and its
  - components
  - subcomponents
  - licensed affiliates
- **the GE brand of products and services**

These standards provide a plan for featuring graphic signatures consistently and prominently in all print applications. In addition, they help to

- **simplify and clarify** information by standardizing its presentation
- **rationalize and organize** information by ranking it according to priority
- **streamline and modernize** print applications by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
- **unify** the print applications of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **create synergy** in print communications through the consistent use of typography
- **communicate specific attributes** of high technology, dynamism, and innovation
- **provide flexibility** to accommodate different kinds of information and communication needs
- **reduce cost** through the use of common design standards

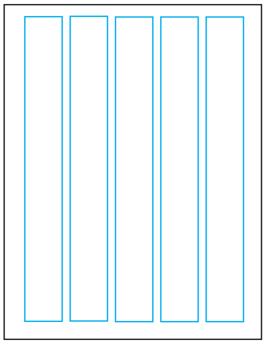
Contents

Guidelines **243**.02

Creative Matrix **243**.04

Examples **243**.20

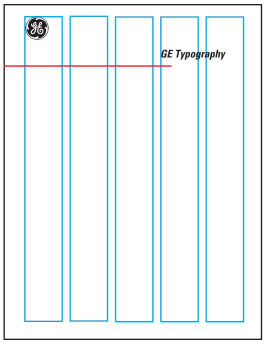
Print Applications in the United Kingdom **243**.90



Use a grid.

A grid is an underlying structure used to organize graphic and typographic elements in a layout. By vertically and horizontally aligning these elements at common points on the grid, an orderly appearance, which communicates a sense of planning, discipline, and professionalism, is created.

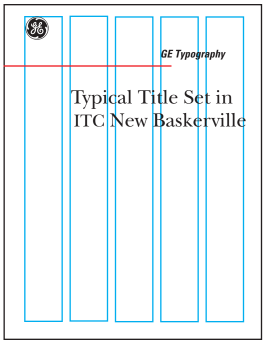
- *Use a single grid* for the covers and inside spreads of a brochure or a series of related brochures.
- *Use a grid tailored to your needs.* Any kind of grid—three column, four column, five column, six column, seven column, and so on—may be used in print applications; no particular grid is recommended.



Use a graphic signature

- *always* on the front cover or outside panel at the top or bottom
- *as an option* on the back cover or panel, with an address block if desired

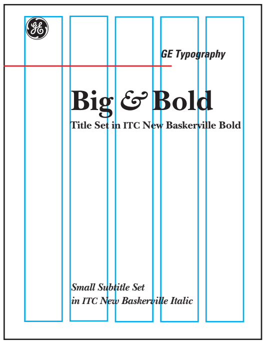
For guidelines on the construction of graphic signatures, see document **131**, *Graphic Signatures,* pages 10 to 16.



Use a basic layout

established by the selected grid and the placement of the graphic signature on the grid, as shown in the examples.

- *Use an asymmetrical layout* with generous clear space. One method of creating this appearance is to emphasize the signature Monogram by keeping the left column of the grid clear.
- *Align* other layout elements on the grid.


GE Typography
Big & Bold
Title Set in ITC New Baskerville Bold
Small Subtitle Set
in ITC New Baskerville Italic

Prioritize information.

- *Emphasize* information of primary importance. Either
  - use it in the typography of the graphic signature
  - place it outside the signature and
    · use a large size and/or heavy weight of program typography
    · accent it with color
- *Deemphasize* information of secondary importance:
  - Place it outside the signature.
  - Use a small size and/or light weight of program typography.
  - Subdue it with color.

continued

Use color correctly.

- *In a graphic signature,* use the corporate colors whenever possible.
- *In other elements* such as backgrounds and headlines, use any appropriate color, including those of the GE color palettes.

For guidelines on color, see document **132**, *Color.*

For GE color palette samples, contact the GE Identity Website or Hotline.

Use program typography.

- *In a graphic signature,* use only Univers 68 and, if needed, Univers 48. (As an option in product signatures, ITC New Baskerville Italic may be used.) For guidelines on the use and specification of signature typography, see document **131**, *Graphic Signatures*, pages 31 to 35.
- *Outside a graphic signature,*
  - *for headlines and text,* use only ITC New Baskerville
  - *for accents* (such as captions, subheads, and folios) use Univers.
- *Limit the number of type sizes and weights.* Generally, use no more than three sizes and two weights in any one application.

For guidelines on the use and specification of program typography, see document **133**, *Typography.*

Do not use

- *organizational design marks* such as logotypes, symbols, or icons for components, divisions, departments, or operations
- *secondary product or service design marks* such as logotypes, symbols, or icons for products or services
- *decorative borders, shapes, or patterns*
- *graphic signatures* for page titles, subtitles, folios, or any decorative purpose

Instead, use graphic support elements such as

- photographs
- illustrations
- thematic graphics
- the Dynamic Monogram (See document **134**, *Dynamic Monogram.*)

Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.

The first step in developing a promotional brochure cover is to select

- graphic signature content
- layout elements

To facilitate selection, all cover alternatives are diagrammed and demonstrated in the promotional brochure creative matrix shown on pages 05 and 06. A single typical brochure is shown in 21 variations. Each variation combines one option of graphic complexity with one level of signature content, as described below.

Graphic Complexity

Each horizontal row contains the same seven options of graphic complexity:

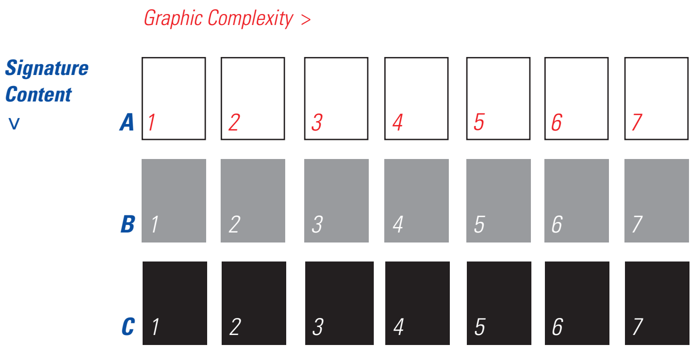
- *On the far left (1),* the simplest layout (using only program typography) is shown.
- *On the far right (7),* the most complex layout (using program typography combined with a thematic graphic and a photograph or an illustration) is shown.
- *In the middle (2 to 6),* the other options, increasing in graphic complexity from left to right, are shown.

Signature Content

Each vertical row contains the same three levels of signature content:

- *At the top (A),* the brochure title appears in the signature typography with no information below the signature.
- *In the middle (B),* the brochure title appears in the signature typography with a subtitle below the signature.
- *At the bottom (C),* the component or affiliate communicative name appears in the signature typography with the brochure title (and subtitle, if needed) below the signature.

Each example in the matrix demonstrates one option of graphic complexity combined with one level of signature content. Together the examples define all possible combinations of graphic signatures with other graphic and typographic elements. Select the combination that best accommodates your needs and develop your brochures according to the guidelines on pages 02 and 03.



Graphic Complexity

1 Typography only

2 Typography
+ Dynamic Monogram

3 Typography
+ one photograph

4 Typography
+ multiple photographs

5 Typography
+ full-bleed photograph

6 Typography
+ thematic graphic

7 Typography
+ thematic graphic
+ one photograph

Signature Content

Brochure Title

Brochure Title

Subtitle

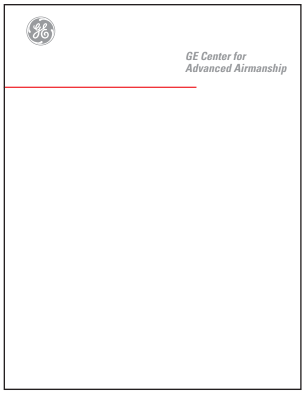
GE Communicative Name

Brochure Title
Subtitle

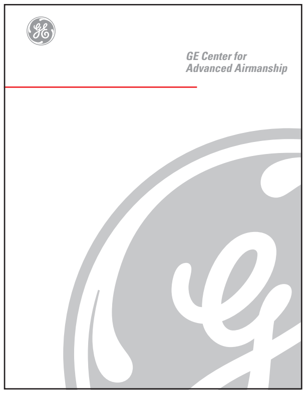
continued

For an explanation of the promotional brochures creative matrix, see page 04.

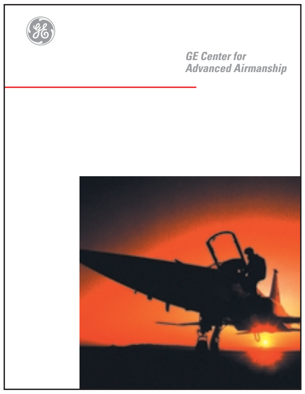
Examples from the creative matrix are shown and discussed on pages 07 to 12.


GE Center for
Advanced Airmanship

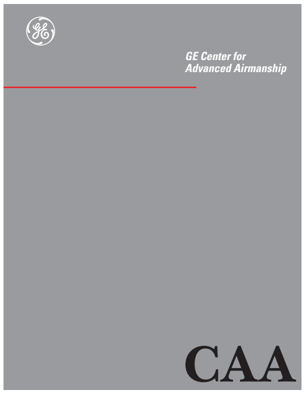
***A** 1*


GE Center for
Advanced Airmanship

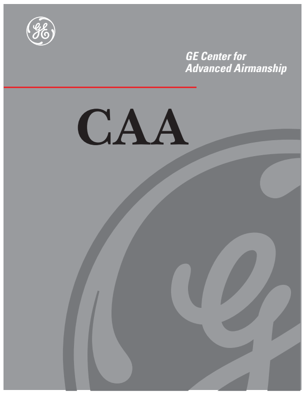
2


GE Center for
Advanced Airmanship

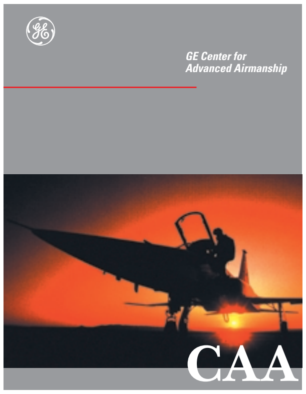
3


GE Center for
Advanced Airmanship
CAA

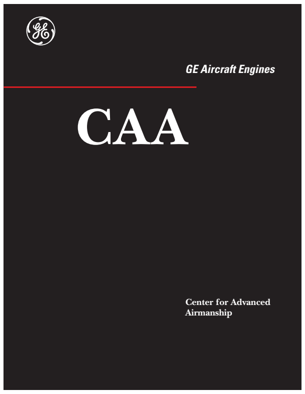
***B** 1*


GE Center for
Advanced Airmanship
CAA

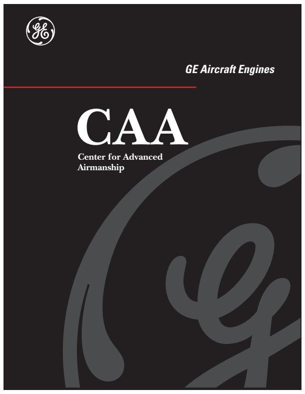
2


GE Center for
Advanced Airmanship
CAA

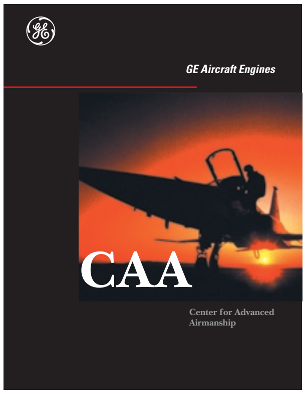
3


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

***C** 1*


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

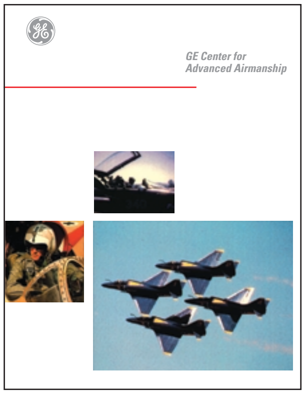
2


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

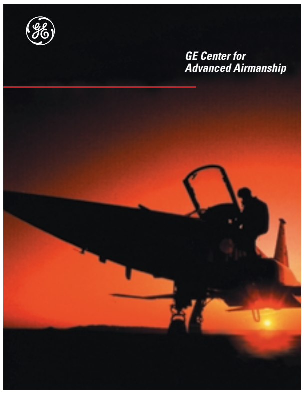
3

continued

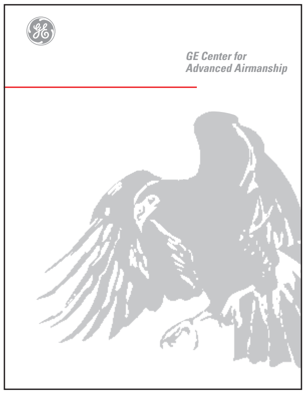
A 4


GE Center for
Advanced Airmanship

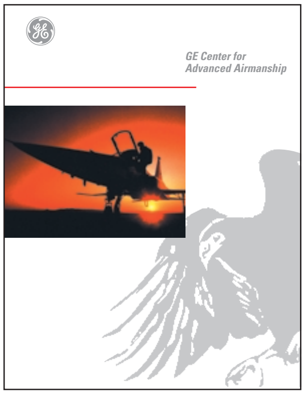
5


GE Center for
Advanced Airmanship

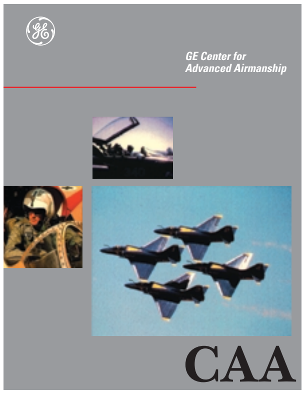
6


GE Center for
Advanced Airmanship

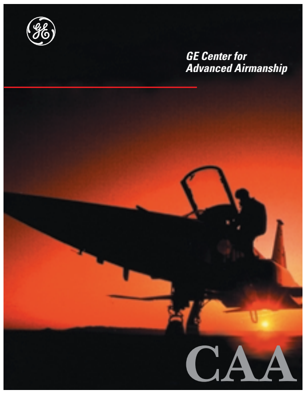
7


GE Center for
Advanced Airmanship

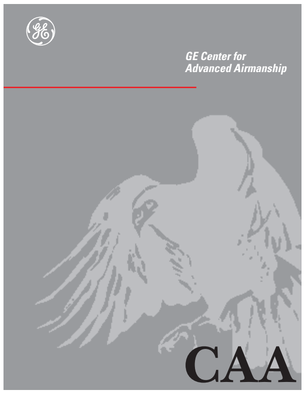
B 4


GE Center for
Advanced Airmanship
CAA

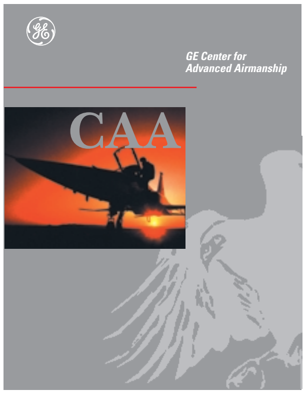
5


GE Center for
Advanced Airmanship
CAA

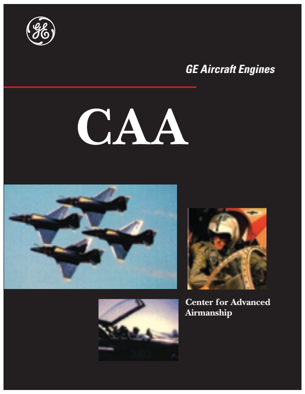
6


GE Center for
Advanced Airmanship
CAA

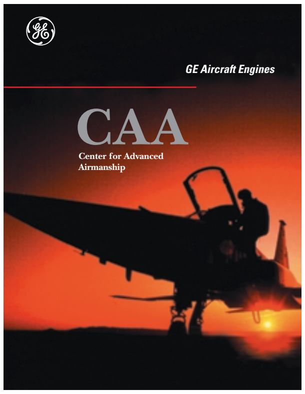
7


GE Center for
Advanced Airmanship
CAA

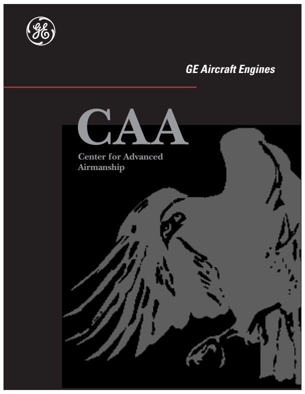
C 4


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

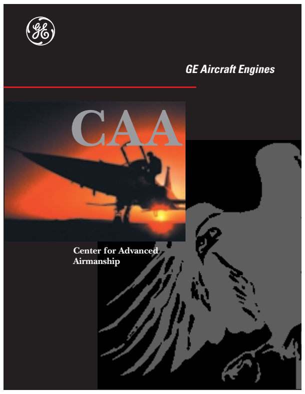
5


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

6


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

7


GE Aircraft Engines
CAA
Center for Advanced
Airmanship

The background colors are used in the matrix only to categorize the three options of signature content.
No recommendation is implied regarding the use of these colors in print applications.

The thematic graphic is representative.
No recommendation is implied regarding the use of this thematic graphic in applications.

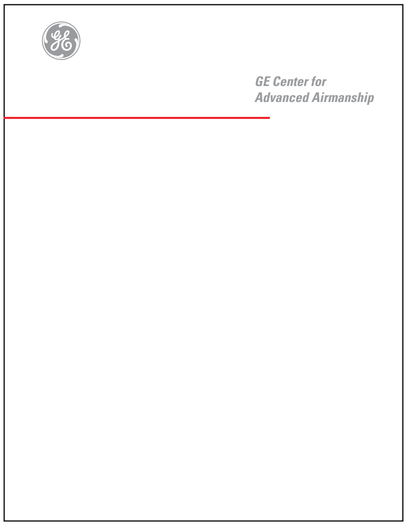
continued

The content of a graphic signature is the message contained in the signature typography. Placing a message in a graphic signature emphasizes the message. Each level of signature content is demonstrated in the examples at the right. All examples demonstrate the simplest level of graphic complexity.

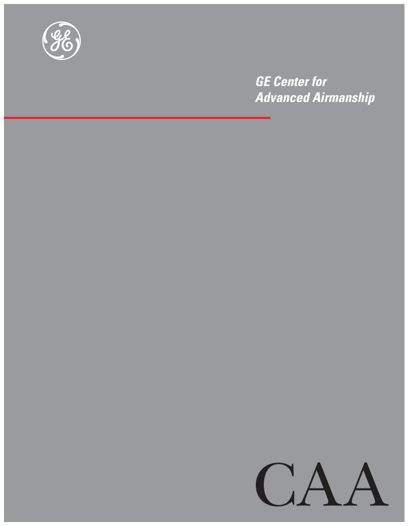
The typefaces used in signature typography are Univers 68 and, if needed, Univers 48. As an option, ITC New Baskerville may be used in product signatures. For more information on the use and specification of signature typography, see document **131**, *Graphic Signatures,* pages 31 to 35.

Messages placed outside a graphic signature may be emphasized by using a large size and/or heavy weight of program typography and by accenting with color.

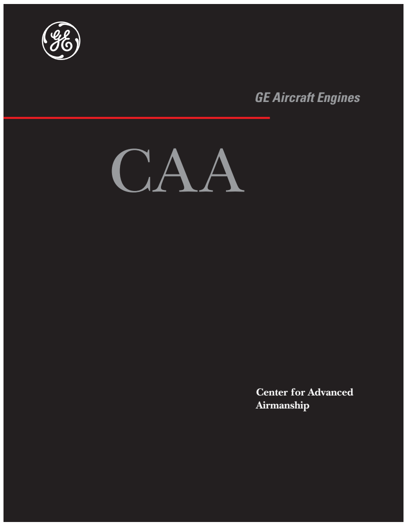
The typefaces used outside a graphic signature are selected from the ITC New Baskerville series. For more information on the use and specification of program typography, see document **133**, *Typography.*



***A**1*
Brochure title in signature, no information below



***B**1*
Brochure title in signature, subtitle below



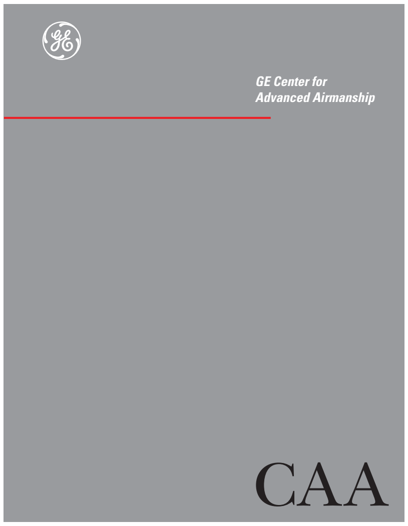
***C**1*
Component or affiliate communicative name in signature, brochure title and subtitle below

continued

The examples on pages 08 to 11 demonstrate the second level of signature content (brochure title in signature, subtitle below) combined with each option of graphic complexity.

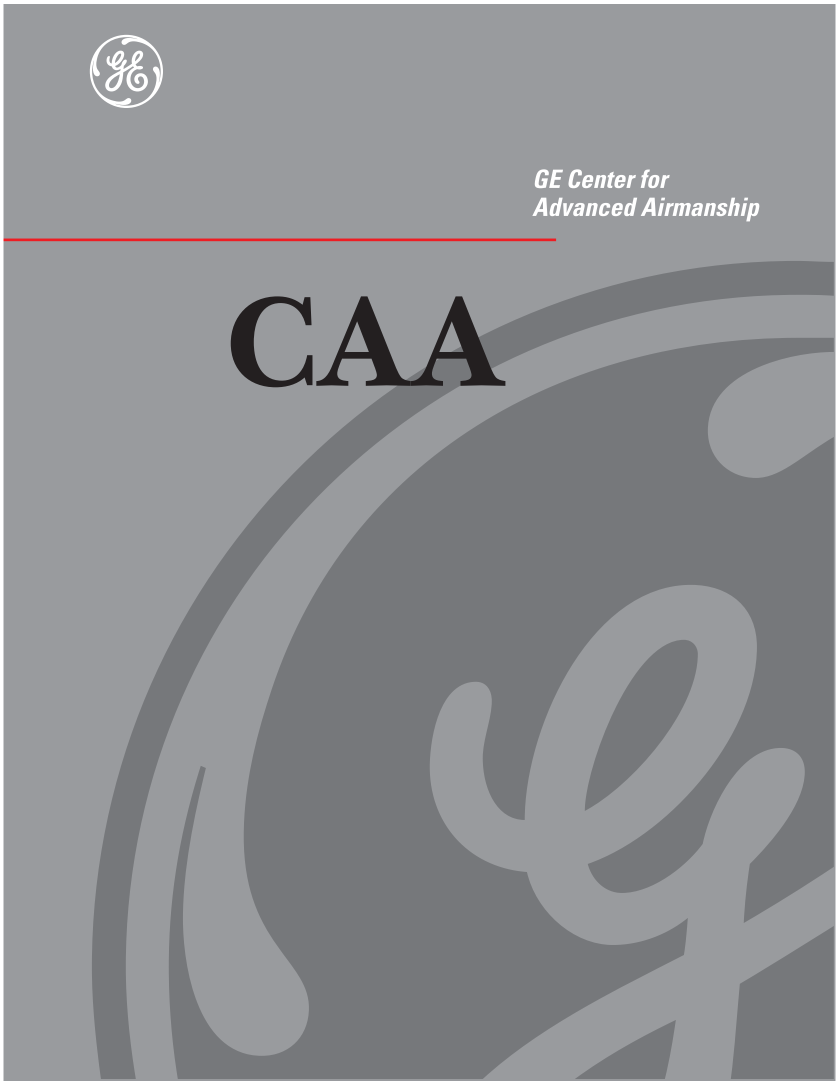
When the Dynamic Monogram is used, follow the guidelines in document **134**, *Dynamic Monogram.*

Note: Use of the Dynamic Monogram is restricted to GE components and only certain affiliates licensed to use the GE name and/or Monogram.



***B**1*
Signature Content:
Brochure title in signature, subtitle below

Graphic Complexity:
Typography only

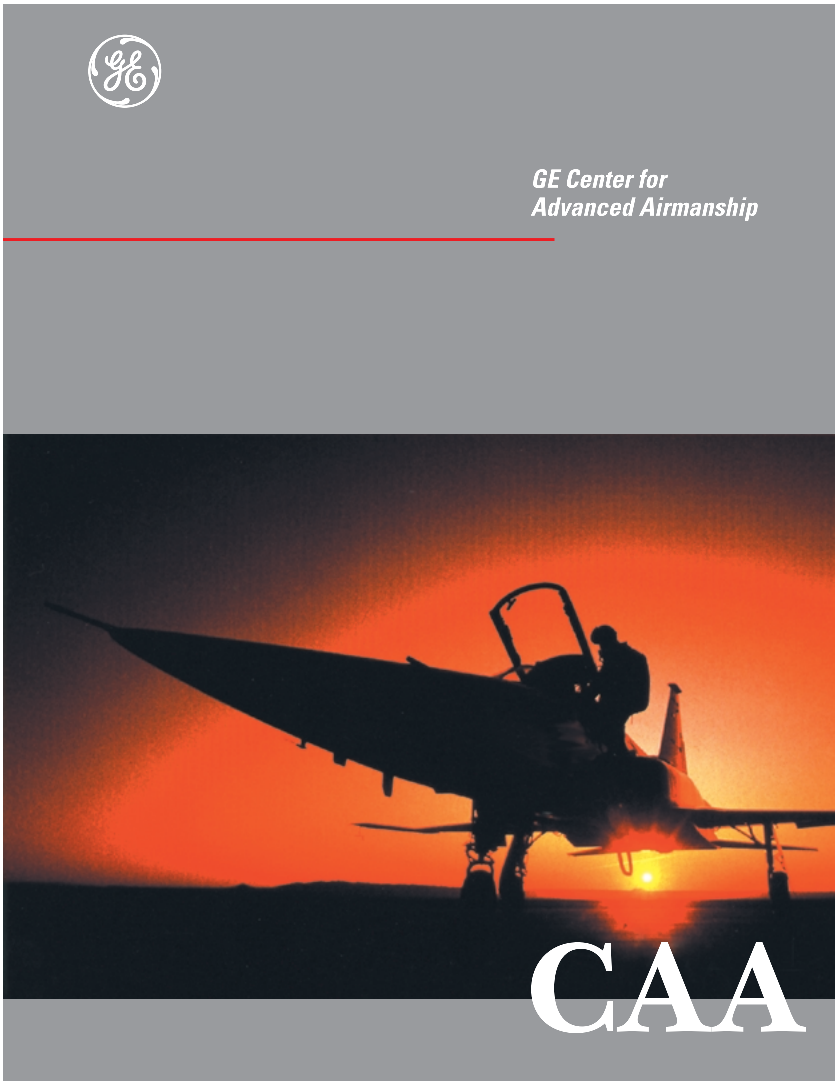


***B**2*
Signature Content:
Brochure title in signature, subtitle below

Graphic Complexity:
Typography
+ Dynamic Monogram

continued

When a single photograph or illustration is used, it may be sized and placed as desired on the selected grid. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.


GE Center for
Advanced Airmanship

CAA

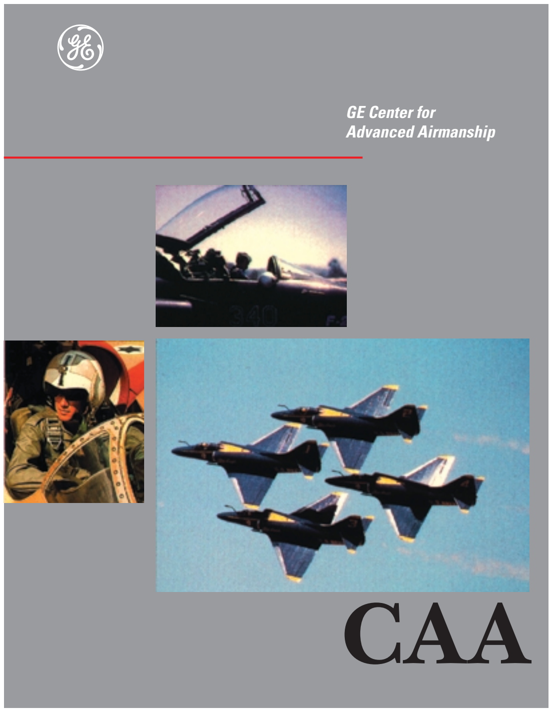
B3
Signature Content:
Brochure title in signature,
subtitle below

Graphic Complexity:
Typography
+ one photograph or illustration

continued

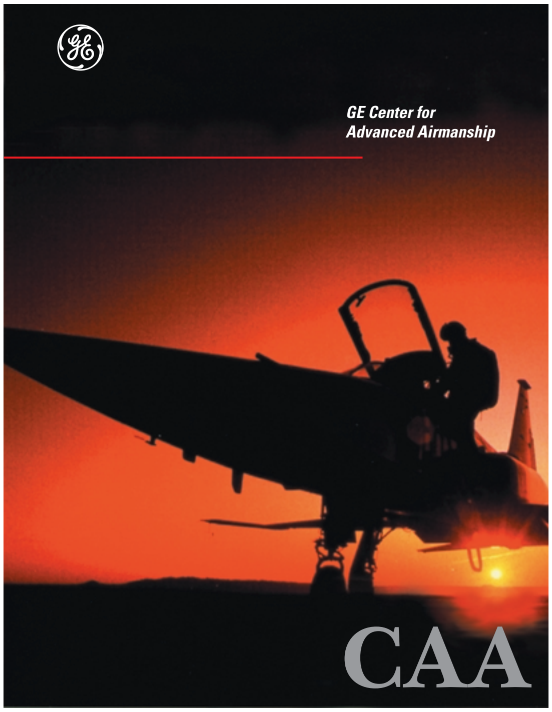
When multiple photographs or illustrations are used, they may be sized and placed as desired on the selected grid. Visual interest is created by using these elements in different sizes and shapes. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

When a single photograph or illustration is used, it may bleed off all sides of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.



***B*4**
Signature Content:
Brochure title in signature, subtitle below

Graphic Complexity:
Typography
+ multiple photographs
or illustrations



***B*5**
Signature Content:
Brochure title in signature, subtitle below

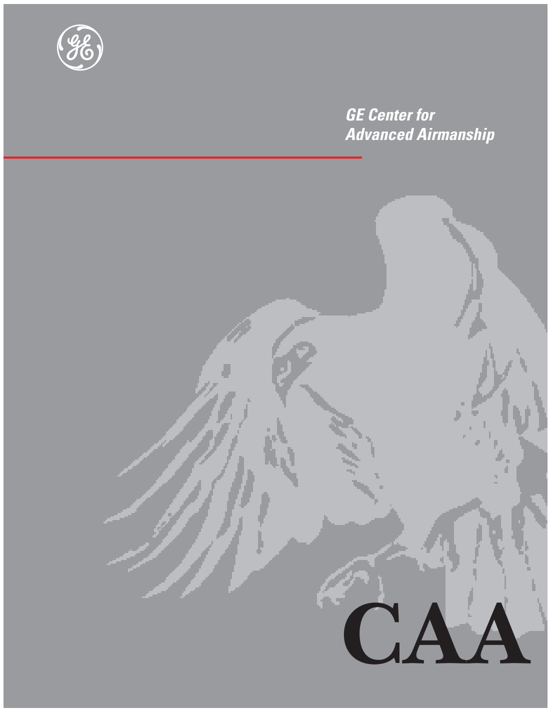
Graphic Complexity:
Typography
+ full-bleed photograph
or illustration

continued

A thematic graphic is an image used to suggest an idea relevant to the Company or its organizational elements, products, or services. It is used in place of logotypes, symbols, or other graphic devices that have served similar purposes in the past. Such logotypes or symbols create separate identities that compete with the GE identity and diminish its strength, contradicting a principal program goal to unify all Company communications. Thus, they are not used in GE Identity Program applications. Instead, when it is desirable to suggest a specific idea with an image, a thematic graphic is used.

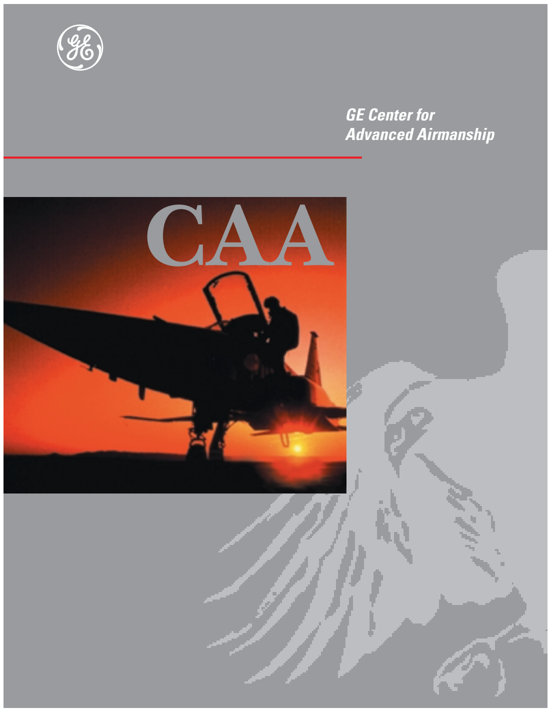
A thematic graphic is used as graphic support. Therefore, like the Dynamic Monogram, it is used large, bled off the format, and reproduced in a subtle color of low contrast to the background. It is never given such prominence as to be misconstrued as a symbol for the Company or its organizational parts, products, or services. It may be used in combination with a photograph or illustration placed on the grid, as desired.

Note: When a thematic graphic is used, a full graphic signature must also be used in the same format.



***B**6*
Signature Content:
Brochure title in signature, subtitle below

Graphic Complexity:
Typography
+ thematic graphic



***B**7*
Signature Content:
Brochure title in signature, subtitle below

Graphic Complexity:
Typography
+ thematic graphic
+ one photograph or illustration

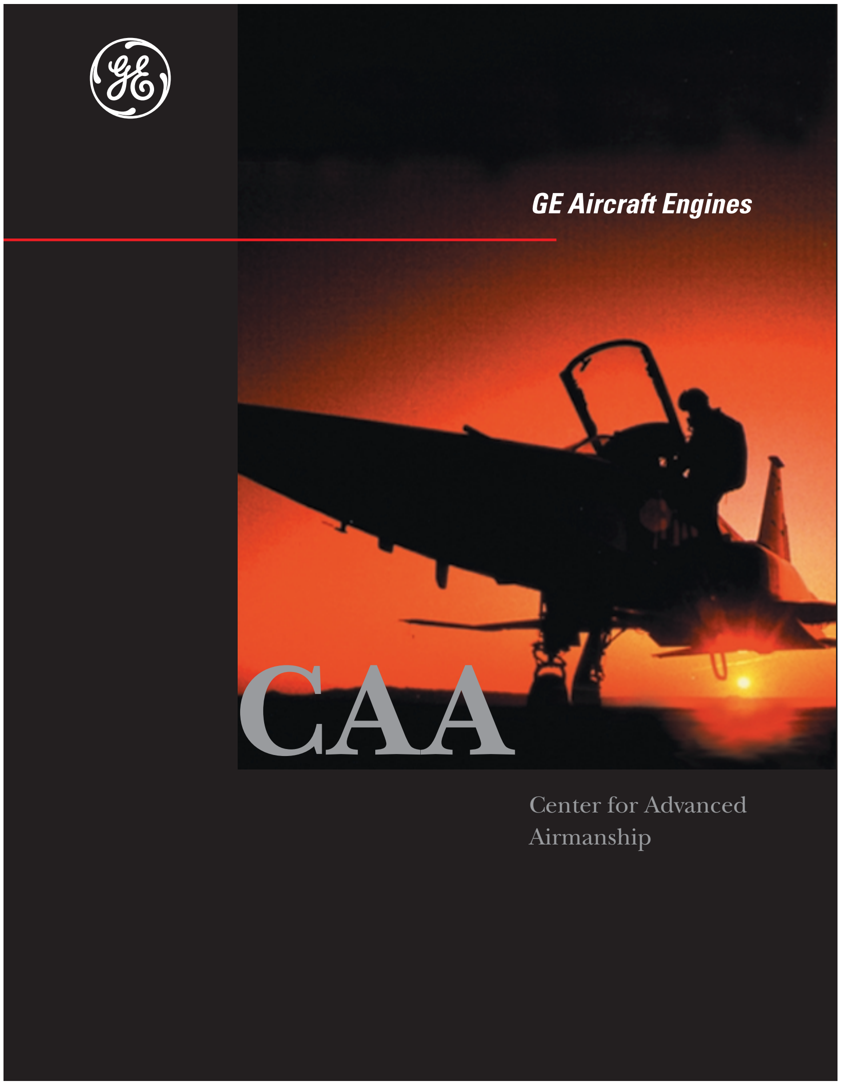
The thematic graphic used in the examples is an image of a hawk derived from the logotype previously used by the Center for Advanced Airmanship. It is used for demonstration purposes only.

No recommendation is implied regarding the use of this thematic graphic in specific applications.

continued

This example demonstrates the third level of signature content combined with the third option of graphic complexity. The communicative name of the organization is used in the graphic signature. Below it, the brochure title and subtitle are used with one photograph.

When a single photograph or illustration is used, it may bleed off the top of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.



GE Aircraft Engines

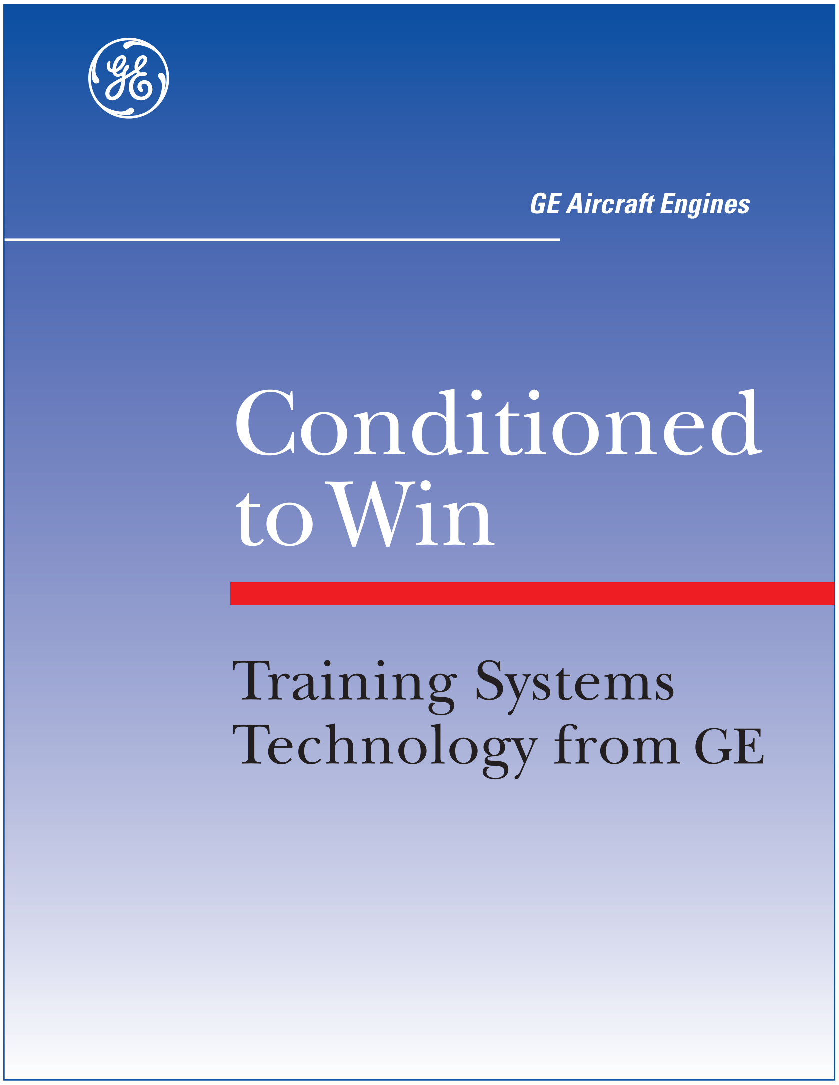
CAA

Center for Advanced
Airmanship

***C*3**
Signature Content:
Communicative name
in signature,
brochure title and subtitle
below

Graphic Complexity:
Typography
+ one photograph or illustration

The examples on pages 20 to 25 demonstrate the wide range of layouts that can be created by using the program guidelines in specific promotional brochure covers.



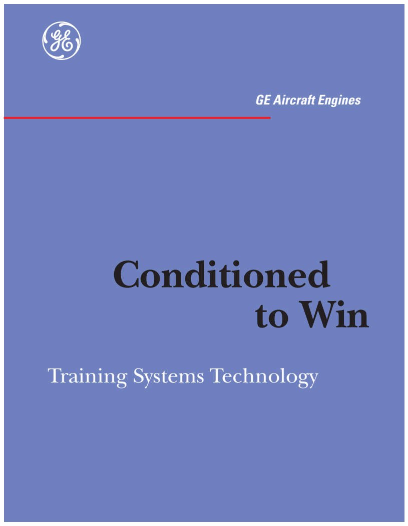
GE Aircraft Engines

Conditioned
to Win

Training Systems
Technology from GE

Signature Content:
Communicative name
in signature,
title and subtitle below

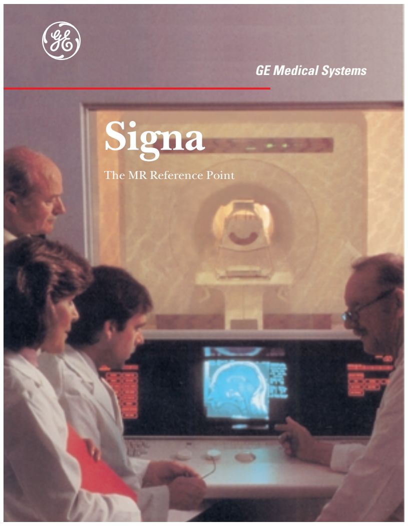
Graphic Complexity:
Typography only



GE Aircraft Engines

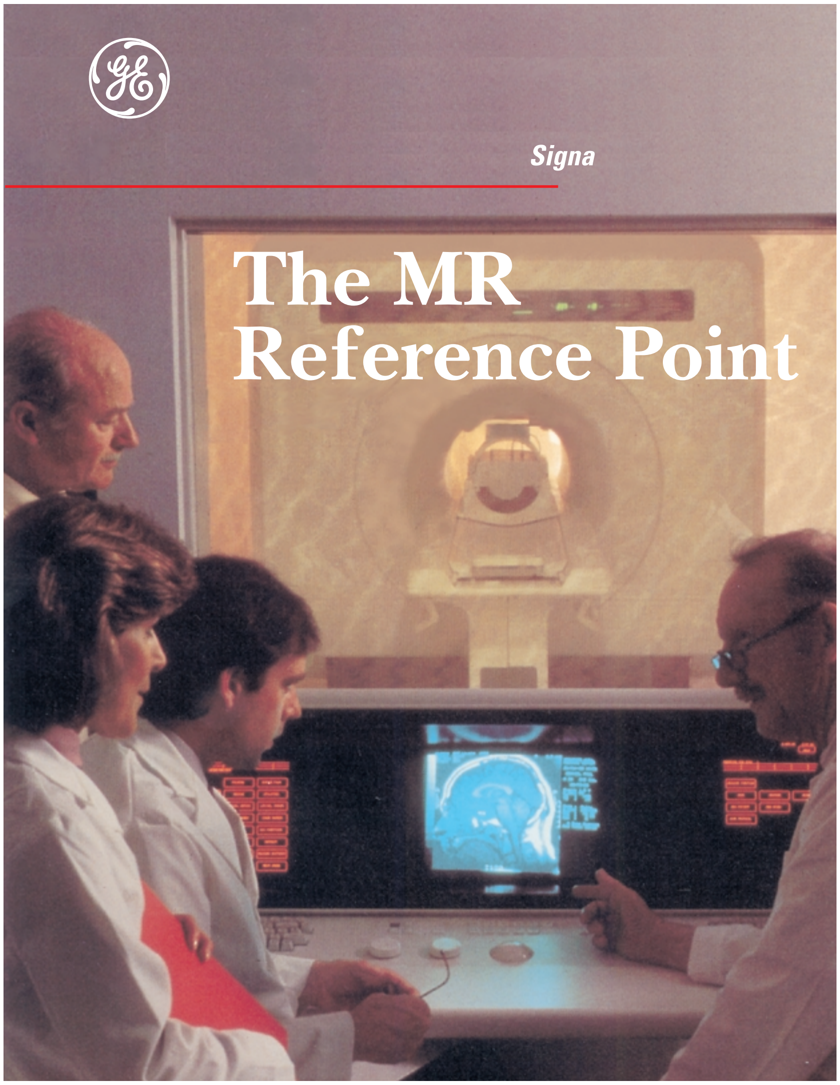
Conditioned
to Win

Training Systems Technology


GE Medical Systems
Signa
The MR Reference Point

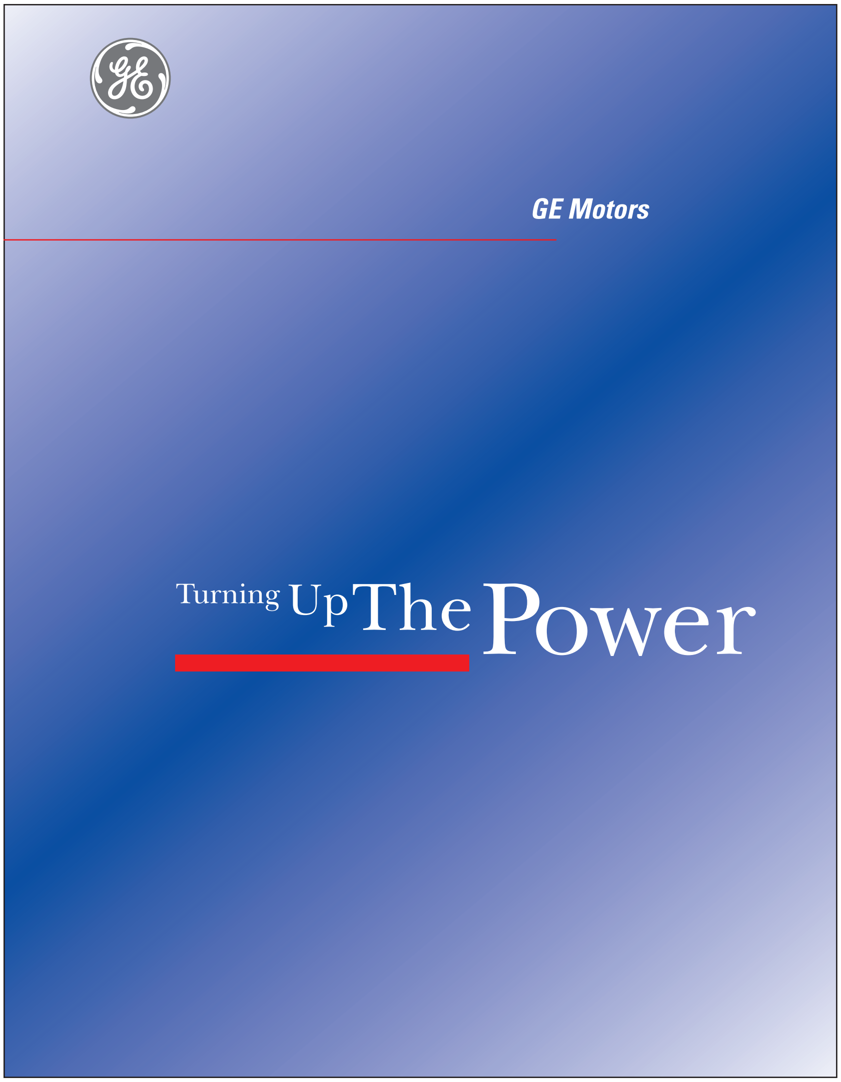
**Signature Content:
Communicative name
in signature,
title and subtitle below**

*Graphic Complexity:
Typography
+ full-bleed photograph
or illustration*


Signa
The MR Reference Point

**Signature Content:
Product name in signature,
title below**

*Graphic Complexity:
Typography
+ full-bleed photograph
or illustration*

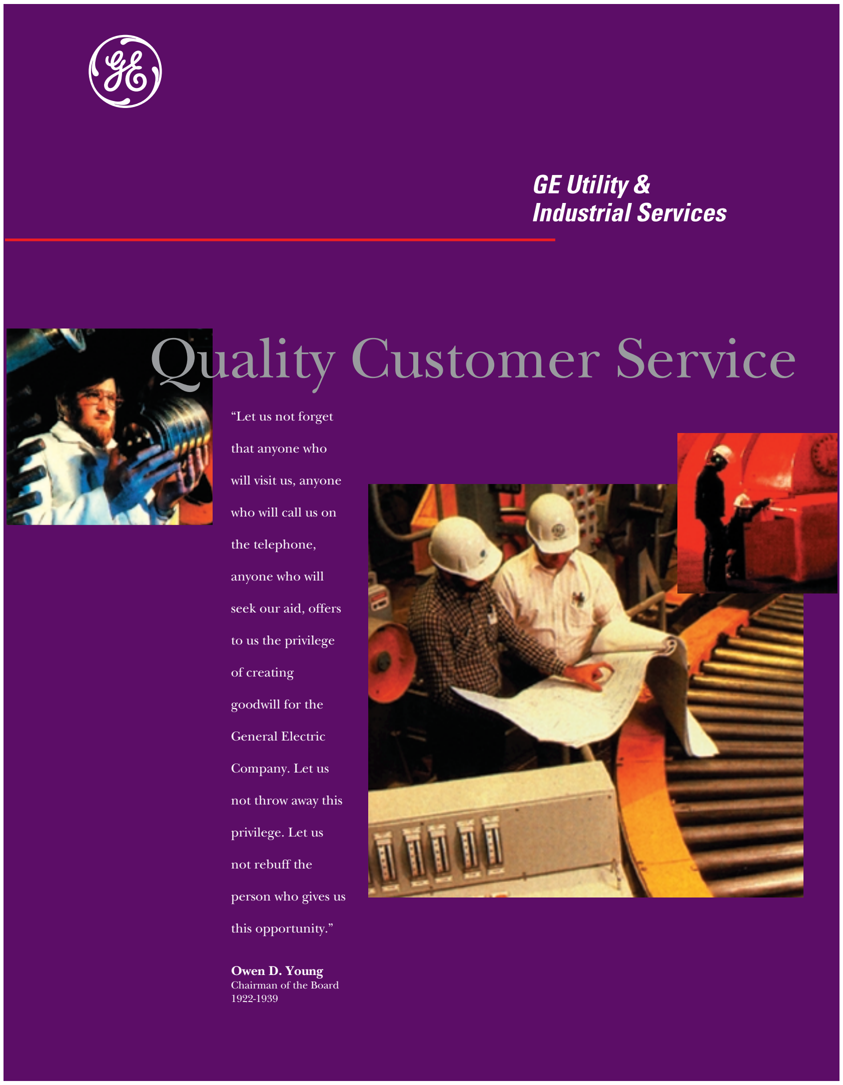


GE Motors

Turning Up The Power

Signature Content:
Communicative name
in signature, title below

Graphic Complexity:
Typography
+ thematic graphic only



**GE Utility &
Industrial Services**

Quality Customer Service

"Let us not forget that anyone who will visit us, anyone who will call us on the telephone, anyone who will seek our aid, offers to us the privilege of creating goodwill for the General Electric Company. Let us not throw away this privilege. Let us not rebuff the person who gives us this opportunity."

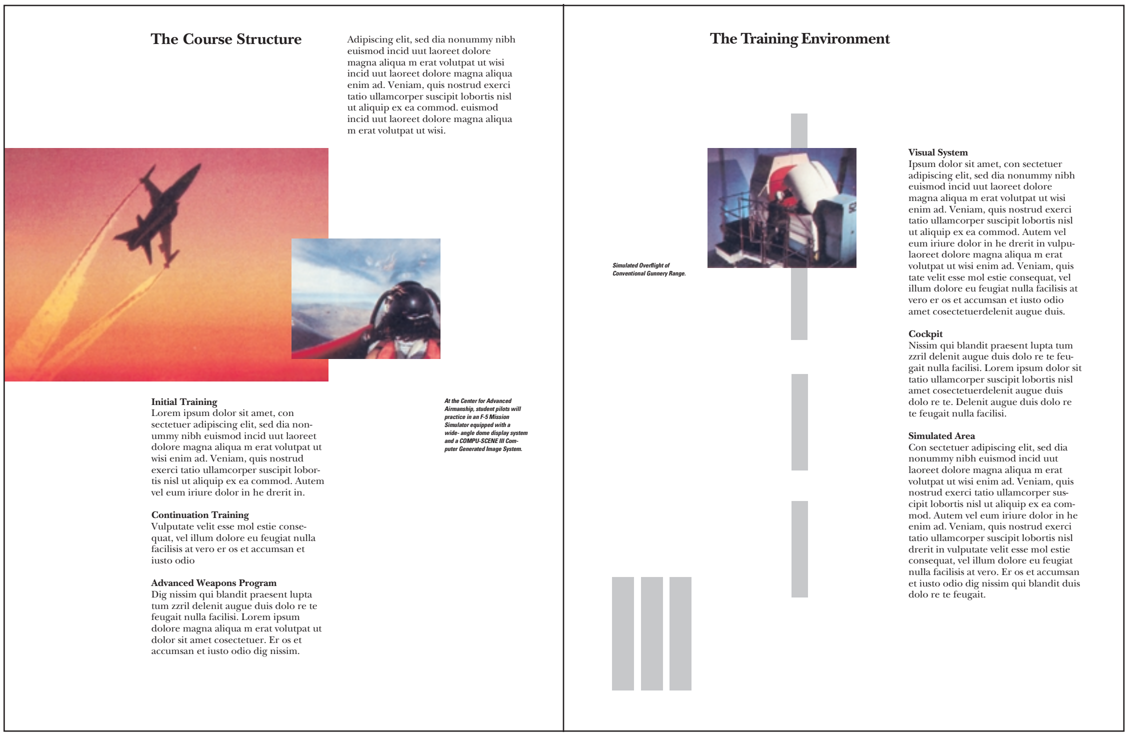
Owen D. Young
Chairman of the Board
1922-1939

**_Signature Content:
Communicative name
in signature,
brochure title below_**

*Graphic Complexity:
Typography
+ multiple photographs
or illustrations*

When developing the inside of promotional brochures, follow these guidelines:

- **Use the brochure cover grid for the inside layouts.** Using the same grid throughout a single brochure helps to unify the cover and inside pages.
- **Do not use graphic signatures for page titles, subtitles, folios, or any decorative purpose.** In promotional brochures, signature content is limited, as described on page 04. Graphic signatures may be used in promotional brochures only on the front and back covers.



The Course Structure

Adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi incid uut laoreet dolore magna aliqua enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi.

Initial Training
Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in.

Continuation Training
Vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio

Advanced Weapons Program
Dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolore magna aliqua m erat volutpat ut dolor sit amet cosectetuer. Er os et accumsan et iusto odio dig nissim.

At the Center for Advanced Airmanship, student pilots will practice in an F-5 Mission Simulator equipped with a wide- angle dome display system and a COMPU-SCENE III Computer Generated Image System.

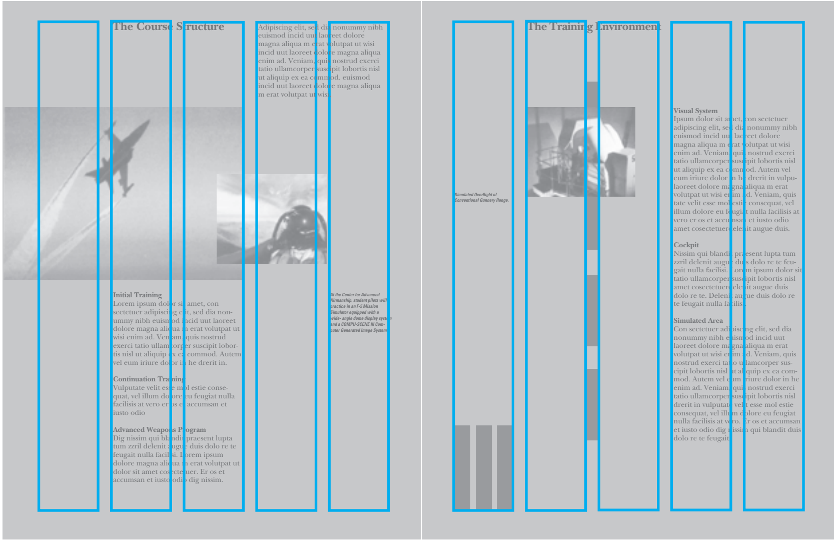
The Training Environment

Simulated Overflight of Conventional Gunnery Range.

Visual System
Ipsum dolor sit amet, con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulpulaoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis tate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio amet cosectetuerdelenit augue duis.

Cockpit
Nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit tatio ullamcorper suscipit lobortis nisl amet cosectetuerdelenit augue duis dolo re te. Delenit augue duis dolo re te feugait nulla facilisi.

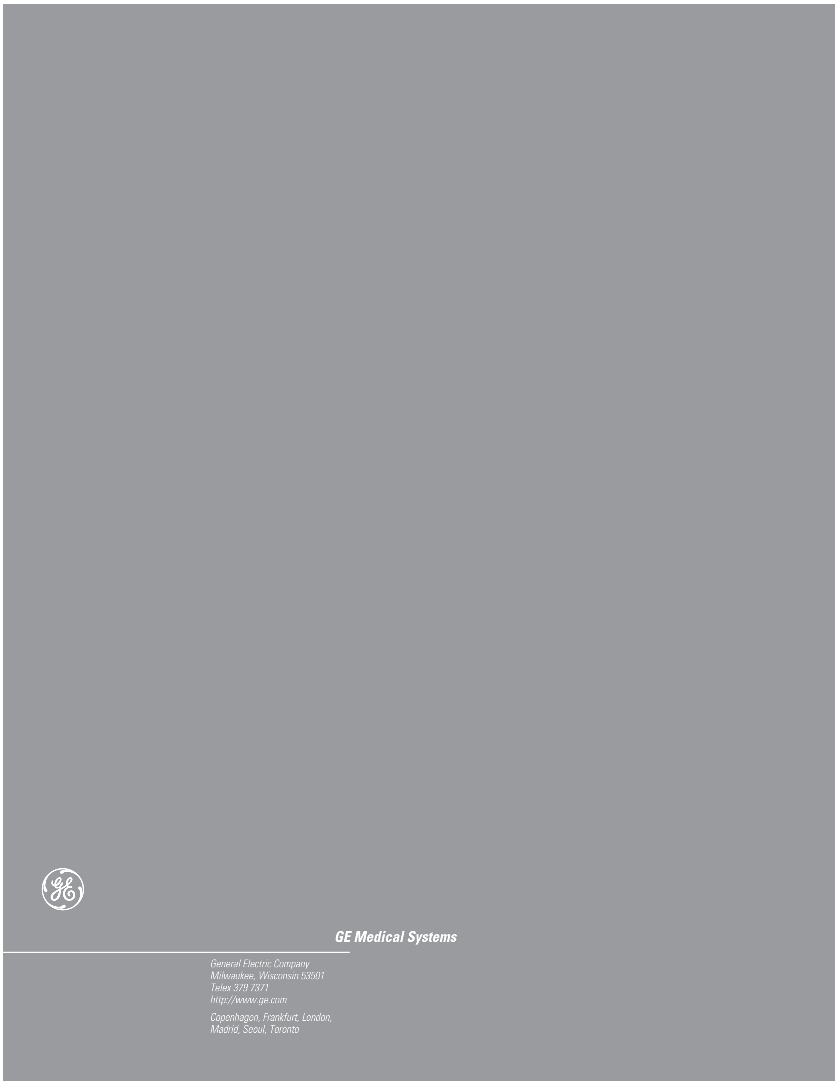
Simulated Area
Con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero. Er os et accumsan et iusto odio dig nissim qui blandit duis dolo re te feugait.



The five-column grid is shown for demonstration purposes only.
No recommendation is implied regarding the use of this grid in program applications.

On the back of promotional brochures, a graphic signature may be combined with the address block. As shown in the example,

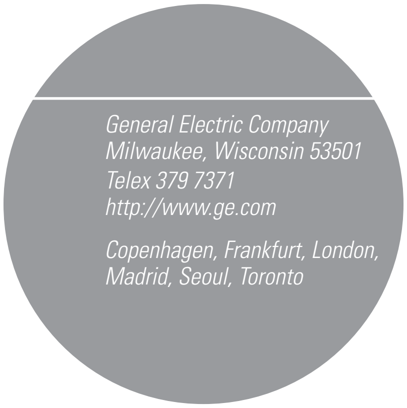
- **the address block** is typeset in Univers 48 and positioned below the Laser Line
- **the Laser Line** bleeds left off the format whenever possible
- **the entire unit** is positioned on the grid in an asymmetrical layout; avoid centering the signature Monogram or the graphic signature in the format



GE Medical Systems

General Electric Company
Milwaukee, Wisconsin 53501
Telex 379 7371
http://www.ge.com

Copenhagen, Frankfurt, London,
Madrid, Seoul, Toronto



General Electric Company
Milwaukee, Wisconsin 53501
Telex 379 7371
http://www.ge.com

Copenhagen, Frankfurt, London,
Madrid, Seoul, Toronto

Another example of the back of a brochure using this signature and address block appears in document 244, Product Literature, *page 23.*

Print Material Related to the Sale of Products or Services & Produced in the United States

(including promotional brochures, product literature, specification and fact or data sheets, Use & Care Guides, warranties, installation instructions, and other materials included in product packages)

- Print material accompanying producer products need not be altered provided that the U.S. origin of a product is evident from the product itself or from other related material transmitted with the product. It is highly recommended that, where it is likely that the product will be distributed in the United Kingdom or where the distribution of the product is sufficiently wide so it may find its way to less sophisticated purchasers, the following legend be stamped on the material:

  General Electric Company, U.S.A., is not connected with the English Company of a similar name.

- Each mailing of print material originating in the United States, but distributed *separately* from the product to the trade in the United Kingdom in large quantities (in excess of 150 units), should be stamped with the following legend:

  This information is prepared and printed in the United States by General Electric Company, U.S.A., which is not connected with the English Company of a similar name.

  If a letter to the prospective purchaser accompanies the printed material, the preceding statement may be included in the letter.

- Print material for goods in categories B* and C** as defined in document **121**, *Primary Trademarks & Service Marks,* pages 07 and 08, should
  - bear the legend set forth in the preceding paragraph
  - display the Monogram, with the letters "USA" (without periods) under it, at least once on each page

  At least one reference on each page to "General Electric Company," "General Electric," or "GE" should be followed by "U.S.A." or wording that clearly indicates that the U.S. Company is meant.

- On warranties, Use & Care Guides, installation instructions, and other material included in product packages, use the following statement without an asterisk:

  Registered Trademark of
  General Electric Company, U.S.A.

  If other package inserts display trademark protection notices, then the statement is not required on the warranty. However, the statement should be used if the warranty is likely to be used for product service information.

Print Material Related to the Sale of Products or Services Produced & Distributed Separately from the Products to the Trade in the United Kingdom

- The Monogram trademark may be used, preferably with the letters "USA" (without periods) under it. Whenever the Monogram trademark is used, either the full name, "General Electric Company, U.S.A.," or preferably, the trademark legend, "Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name," should appear clearly legible.
- The name "General Electric Company of U.S.A." or "General Electric Company, U.S.A." may be used provided that
  - the initials "U.S.A." are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the following legend:

  ***Not connected with the English Company of a similar name**

- The identification "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - it is not used alone or as a trademark
  - it appears in text and is shown in the same typeface and size as the surrounding text
- The identification "General Electric Company," "General Electric," or "GE" alone should not be used except as set forth in the preceding paragraphs.
- The name of any GE affiliate in the United Kingdom may be used.

---

*Category B, components sold to OEMs where the trademark is ordinarily visible to the user of the finished products, is particularly applicable to lighting.

**Category C, commercial equipment, consists of larger products bought at infrequent intervals for commercial purposes on which the marks are ordinarily seen by the public: for example, commercial air conditioners.

Product Literature

These standards apply to all product literature pertaining to the GE brand of products and services.

These standards provide a plan for featuring graphic signatures consistently and prominently in all print applications. In addition, they help to

- **simplify and clarify** information by standardizing its presentation
- **rationalize and organize** information by ranking it according to priority
- **streamline and modernize** print applications by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
- **unify** the print applications of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **create synergy** in print communications through the consistent use of typography
- **communicate specific attributes** of high technology, dynamism, and innovation
- **provide flexibility** to accommodate different kinds of information and communication needs
- **reduce cost** through the use of common design standards

Contents

Guidelines **244**.02

Creative Matrix **244**.04

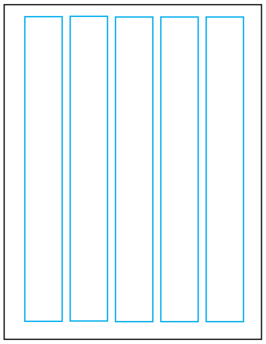
Examples **244**.20

Specification Sheets **244**.50

Use & Care Guides **244**.60

Print Applications in the United Kingdom **244**.90

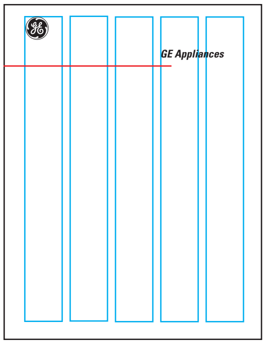
These guidelines apply to all product literature, including specification sheets and Use *&* Care Guides, pertaining to the GE brand of products and services.



Use a grid.

A grid is an underlying structure used to organize graphic and typographic elements in a layout. By vertically and horizontally aligning these elements at common points on the grid, an orderly appearance, which communicates a sense of planning, discipline, and professionalism, is created.

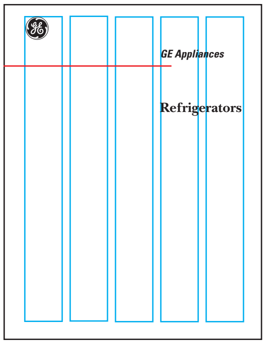
- *Use a single grid* for the covers and inside spreads of a brochure or a series of related brochures.
- *Use a grid tailored to your needs.* Any kind of grid—three column, four column, five column, six column, seven column, and so on—may be used in print applications; no particular grid is recommended.



Use a graphic signature

- *always* on the front cover or outside panel at the top or bottom
- *as an option* on the back cover or panel, with an address block, if desired

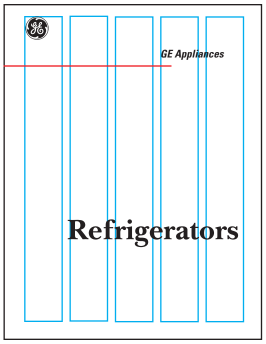
For guidelines on the construction of graphic signatures, see document **131**, *Graphic Signatures,* pages 10 to 16.



Use a basic layout

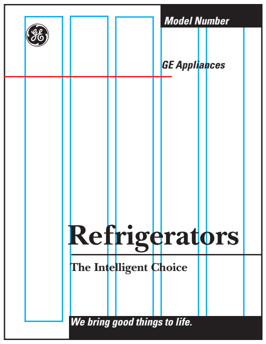
established by the selected grid and the placement of the graphic signature on the grid, as shown in the examples.

- *Use an asymmetrical layout* with generous clear space. One method of creating this appearance is to emphasize the signature Monogram by keeping the left column of the grid clear.
- *Align* other layout elements on the grid.



Prioritize information.

- *Emphasize* information of primary importance. Either
  - use it in the typography of the graphic signature
  - place it outside the signature and
    - · use a large size and/or heavy weight of program typography
    - · accent it with color
- *Deemphasize* information of secondary importance:
  - Place it outside the signature.
  - Use a small size and/or light weight of program typography.
  - Subdue it with color.



Use horizontal lines, bars, and bands

to emphasize, differentiate, or structure information.

continued

Use color correctly.

- *In a graphic signature,* use the corporate colors whenever possible.
- *In other elements* such as backgrounds, headlines, color-coded bars, and bands, use any appropriate color, including those of the GE color palettes.

For guidelines on color, see document **132**, *Color.*

For GE color palette samples, contact the GE Identity Website or Hotline.

Use program typography.

- *In a graphic signature,* use only Univers 68 and, if needed, Univers 48. (As an option in product signatures, ITC New Baskerville Italic may be used.) For guidelines on the use and specification of signature typography, see document **131**, *Graphic Signatures*, pages 31 to 35.
- *Outside a graphic signature,*
  - *for headlines and text,* use only ITC New Baskerville
  - *for accents* (such as captions, subheads, and folios), use Univers.
- *Limit the number of type sizes and weights.* Generally, use no more than three sizes and two weights in any one application.

For guidelines on the use and specification of program typography, see document **133**, *Typography.*

Do not use

- *organizational design marks* such as logotypes, symbols, or icons for components, divisions, departments, or operations
- *secondary product or service design marks* such as logotypes, symbols, or icons for products or services
- *decorative borders, shapes, or patterns*
- *graphic signatures* for page titles, subtitles, folios, or any decorative purpose

Instead, use graphic support elements such as
- photographs
- illustrations
- thematic graphics

Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.

The first step in developing a product literature cover is to select

- graphic signature content
- layout elements

To facilitate selection, all cover alternatives are diagrammed and demonstrated in the product literature creative matrix shown on page 05. Three typical brochures are used to demonstrate the wide variety of layout and signature alternatives. Each brochure combines one option of graphic complexity with one level of signature content, as described below.

Graphic Complexity

Each horizontal row contains the same three options of graphic complexity:

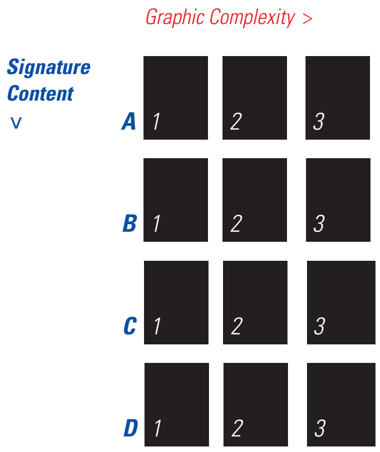
- *On the left (1),* a layout using program typography and one photograph or illustration is shown.
- *In the middle (2),* a layout using program typography and multiple photographs or illustrations is shown.
- *On the right (3),* a layout using program typography and a full-bleed photograph is shown.

Signature Content

Each vertical row contains the same four levels of signature content:

- *At the top (A),* the component or affiliate communicative name appears.
- *Second from the top (B),* the name “GE” plus a generic name for the product or service appears.
- *Third from the top (C),* a secondary word mark* or (not shown) a secondary word mark* plus a generic name for the product or service appears.
- *At the bottom (D),* a promotional slogan appears.

Each example in the matrix demonstrates one option of graphic complexity combined with one level of signature content. Together the examples define all possible combinations of graphic signatures with other graphic and typographic elements. Select the combination that best accommodates your needs and develop your product literature according to the guidelines on pages 02 and 03.



Graphic Complexity

1 Typography
+ one photograph

2 Typography
+ multiple photographs

3 Typography
+ full-bleed photograph

Signature Content

GE Communicative Name

GE + Generic Name

Secondary Word Mark

GE Slogan

---

*Do not use the name “GE” immediately preceding Company secondary word marks because such use would suggest that another company also has a product or service with the same secondary word mark. For example, use “Spacemaker®,” not “GE Spacemaker®.”

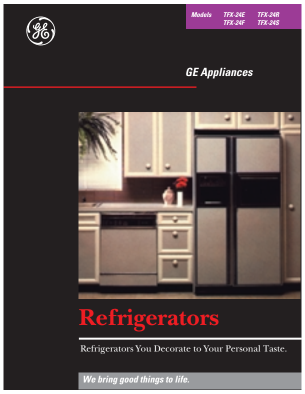
continued

For an explanation of the product literature creative matrix, see page 04.

Examples from the creative matrix are shown and discussed on pages 06 to 09.

continued

A 1



Models TFX-24E TFX-24F TFX-24R TFX-24S

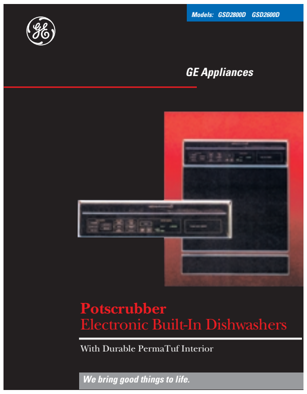
GE Appliances

Refrigerators

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

2



Models: GSD2800D GSD2600D

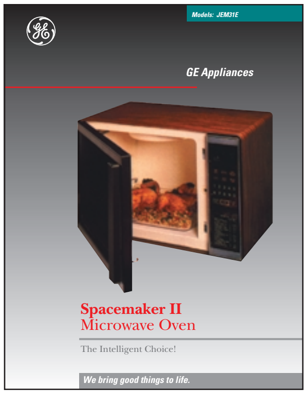
GE Appliances

Potscrubber
Electronic Built-In Dishwashers

With Durable PermaTuf Interior

We bring good things to life.

3



Models: JEM31E

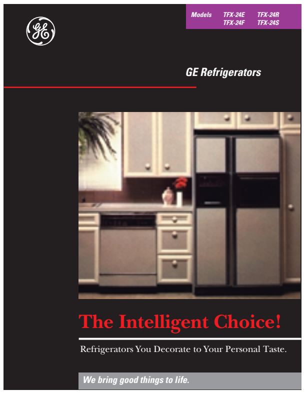
GE Appliances

Spacemaker II
Microwave Oven

The Intelligent Choice!

We bring good things to life.

B 1



Models TFX-24E TFX-24F TFX-24R TFX-24S

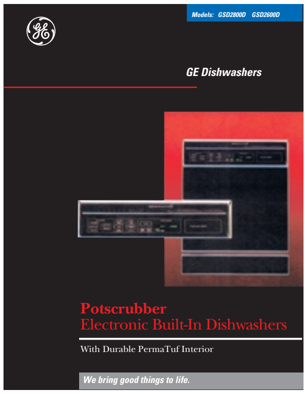
GE Refrigerators

The Intelligent Choice!

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

2



Models: GSD2800D GSD2600D

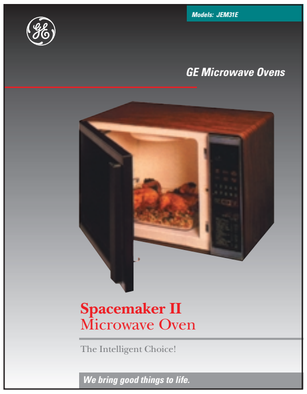
GE Dishwashers

Potscrubber
Electronic Built-In Dishwashers

With Durable PermaTuf Interior

We bring good things to life.

3



Models: JEM31E

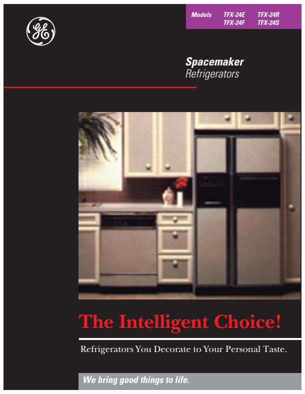
GE Microwave Ovens

Spacemaker II
Microwave Oven

The Intelligent Choice!

We bring good things to life.

C 1



Models TFX-24E TFX-24F TFX-24R TFX-24S

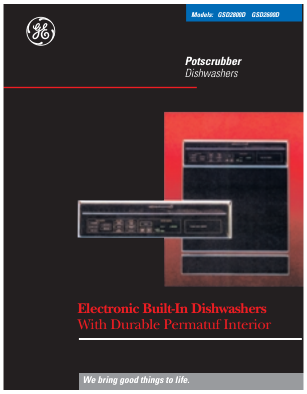
Spacemaker
Refrigerators

The Intelligent Choice!

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

2



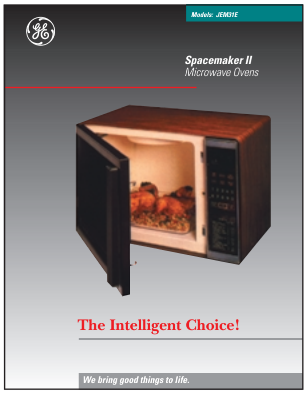
Models: GSD2800D GSD2600D

Potscrubber
Dishwashers

Electronic Built-In Dishwashers
With Durable Permatuf Interior

We bring good things to life.

3



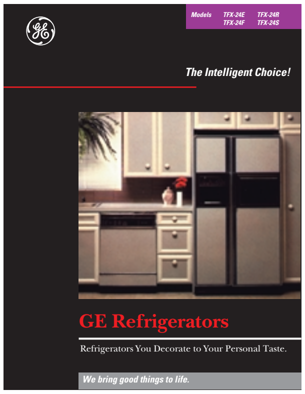
Models: JEM31E

Spacemaker II
Microwave Ovens

The Intelligent Choice!

We bring good things to life.

D 1



Models TFX-24E TFX-24F TFX-24R TFX-24S

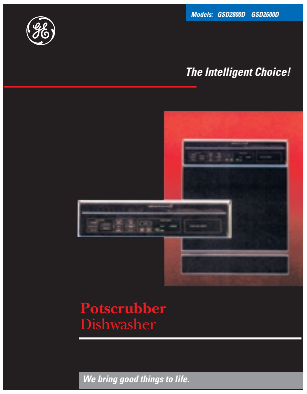
The Intelligent Choice!

GE Refrigerators

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

2



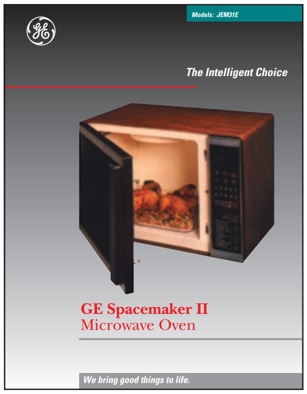
Models: GSD2800D GSD2600D

The Intelligent Choice!

Potscrubber
Dishwasher

We bring good things to life.

3



Models: JEM31E

The Intelligent Choice

GE Spacemaker II
Microwave Oven

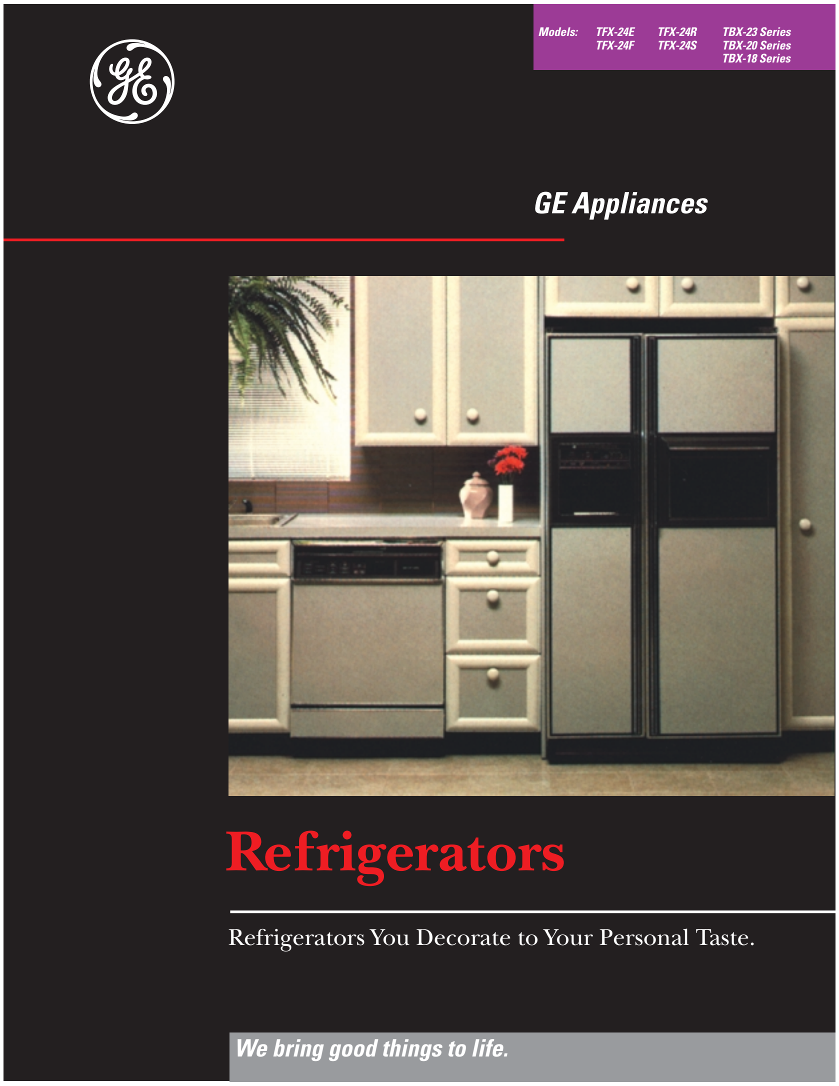
We bring good things to life.

The content of a graphic signature is the message contained in the signature typography. Placing a message within a graphic signature emphasizes the message. The first level of signature content (the communicative name of the component or affiliate) is demonstrated in this example.

The typefaces used in signature typography are Univers 68 and, if needed, Univers 48. As an option, ITC New Baskerville Italic may be used in product signatures. For more information on the use and specification of signature typography, see document **131**, *Graphic Signatures,* pages 31 to 35.

Messages placed outside a graphic signature may be emphasized by using a large size and/or heavy weight of program typography and by accenting them with color.

The typefaces used outside a graphic signature are selected from the ITC New Baskerville series for headlines and text and from the Univers series for accents such as captions and folios. For more information on the use and specification of program typography, see document **133**, *Typography*.



Models: TFX-24E TFX-24F TFX-24R TFX-24S TBX-23 Series TBX-20 Series TBX-18 Series

GE Appliances

Refrigerators

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

***A**1*
Signature Content:
Communicative name
in signature,
generic name and
tag line below

Graphic Complexity:
Typography
+ one photograph or illustration

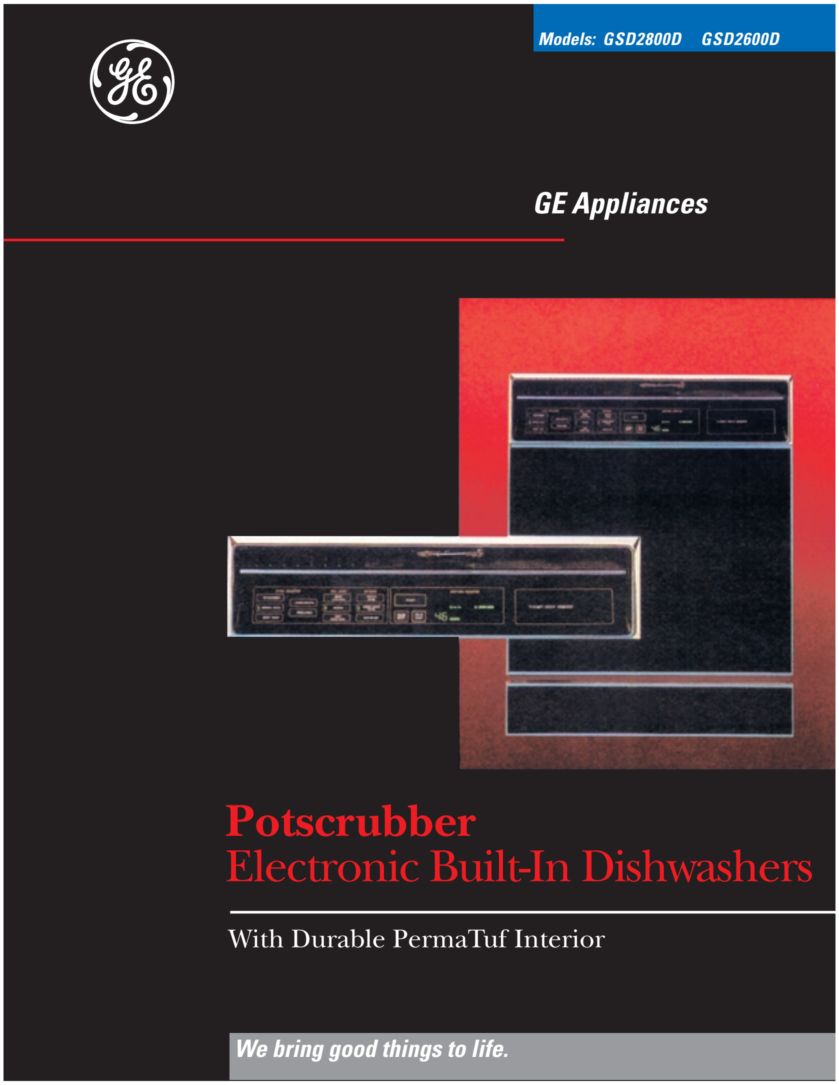
continued

When it is necessary to emphasize, differentiate, or structure information, use horizontal lines, bars, and bands. In these examples, bars are used

- *at the top of the format,* to contain the product line model numbers in a consistent and useful position
- *at the bottom of the format,* to contain the Company slogan in a consistent position (This slogan is typeset in Univers 68.)

Color can be used to differentiate similar brochures. In these examples, color coding is used in the bar containing the model numbers.

Colors may be selected from the GE color palettes. For guidelines on the use of color, see document **132**, *Color.* Color samples are available from the GE Identity Website or Hotline.



Models: GSD2800D GSD2600D

GE Appliances

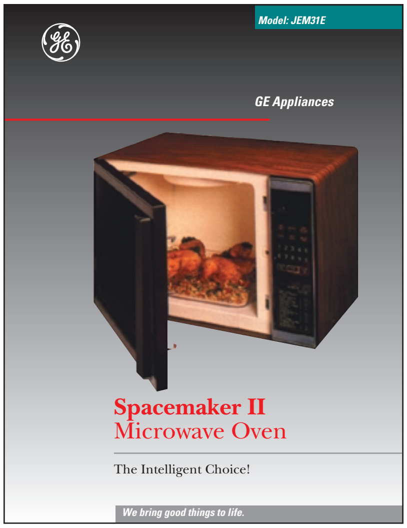
Potscrubber
Electronic Built-In Dishwashers

With Durable PermaTuf Interior

We bring good things to life.

***A**2*
Signature Content:
Communicative name
in signature,
word mark and product
information below

Graphic Complexity:
Typography
+ multiple photographs
or illustrations



Model: JEM31E

GE Appliances

Spacemaker II
Microwave Oven

The Intelligent Choice!

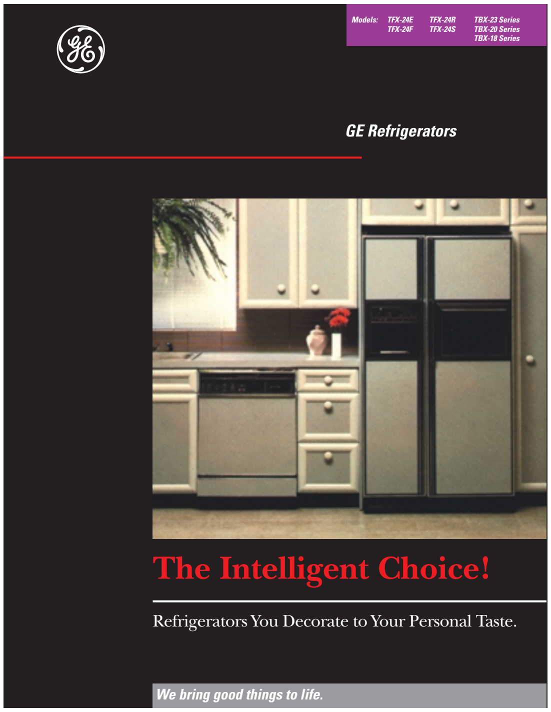
We bring good things to life.

***A**3*
Signature Content:
Communicative name
in signature,
word mark and slogan
below

Graphic Complexity:
Typography
+ full-bleed photograph
or illustration

continued

Information can be emphasized by using it in the signature typography. In the example below, the name “GE” plus a generic name for a product or service is used in the graphic signature (the second level of signature content). On the right, the graphic signature contains a promotional slogan (the fourth level of signature content). Both examples demonstrate the same level of graphic complexity.



Models: TFX-24E TFX-24R TBX-23 Series
TFX-24F TFX-24S TBX-20 Series
TBX-18 Series

GE Refrigerators

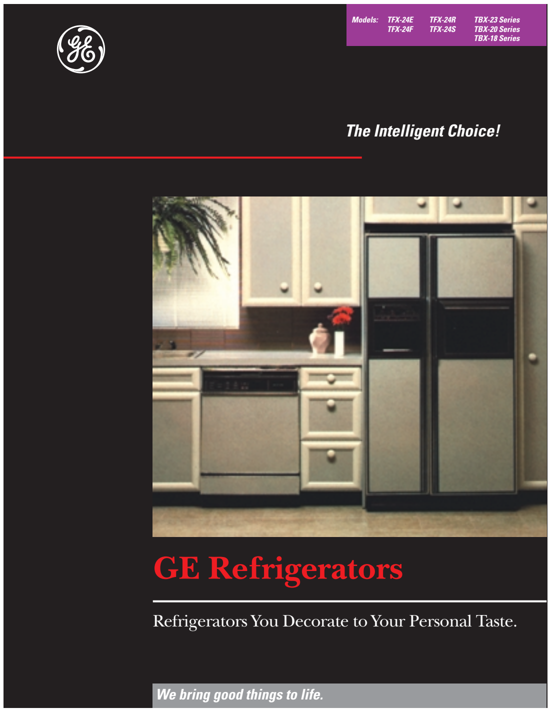
The Intelligent Choice!

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

***B**1*
Signature Content:
GE + generic name
in signature,
slogan and tag line below

Graphic Complexity:
Typography
+ one photograph or illustration



Models: TFX-24E TFX-24R TBX-23 Series
TFX-24F TFX-24S TBX-20 Series
TBX-18 Series

The Intelligent Choice!

GE Refrigerators

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

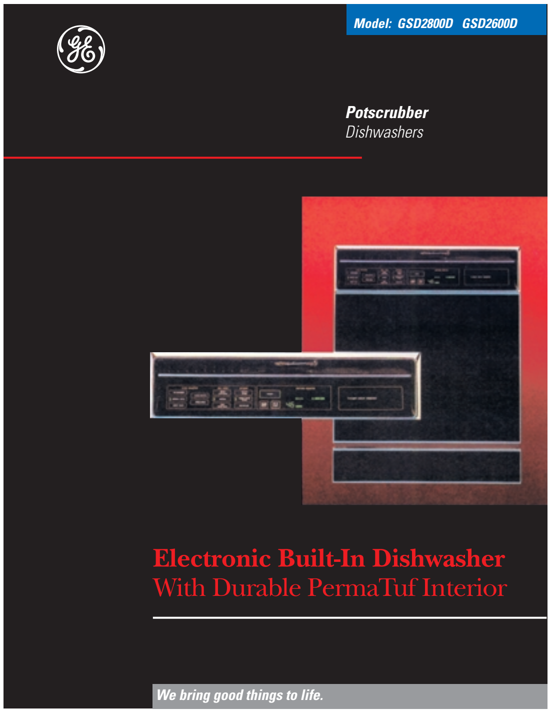
***D**1*
Signature Content:
Slogan in signature,
generic name and tag line
below

Graphic Complexity:
Typography
+ full-bleed photograph
or illustration

continued

When multiple photographs or illustrations are used, they may be sized and placed as desired on the selected grid. Visual interest is created by using these elements in different sizes and shapes. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

When a single photograph or illustration is used, it may bleed off all sides of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.



Model: GSD2800D GSD2600D

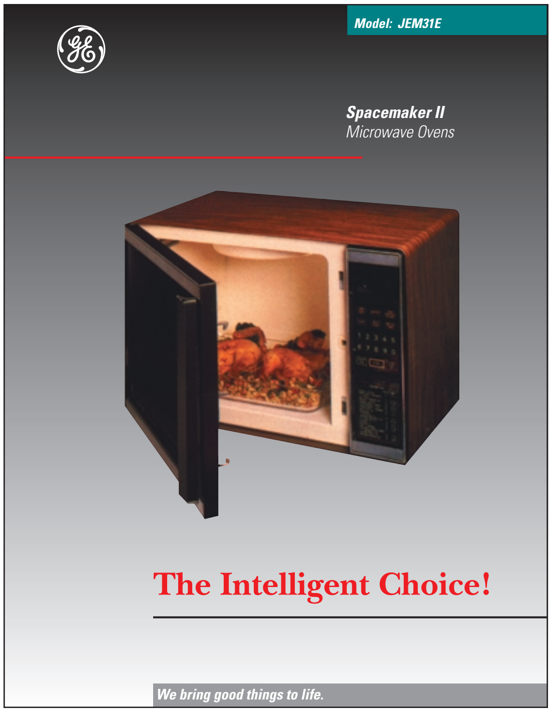
Potscrubber
Dishwashers

Electronic Built-In Dishwasher
With Durable PermaTuf Interior

We bring good things to life.

C2
Signature Content:
Word mark + generic name
in signature,
product information below

Graphic Complexity:
Typography
+ multiple photographs
or illustrations



Model: JEM31E

Spacemaker II
Microwave Ovens

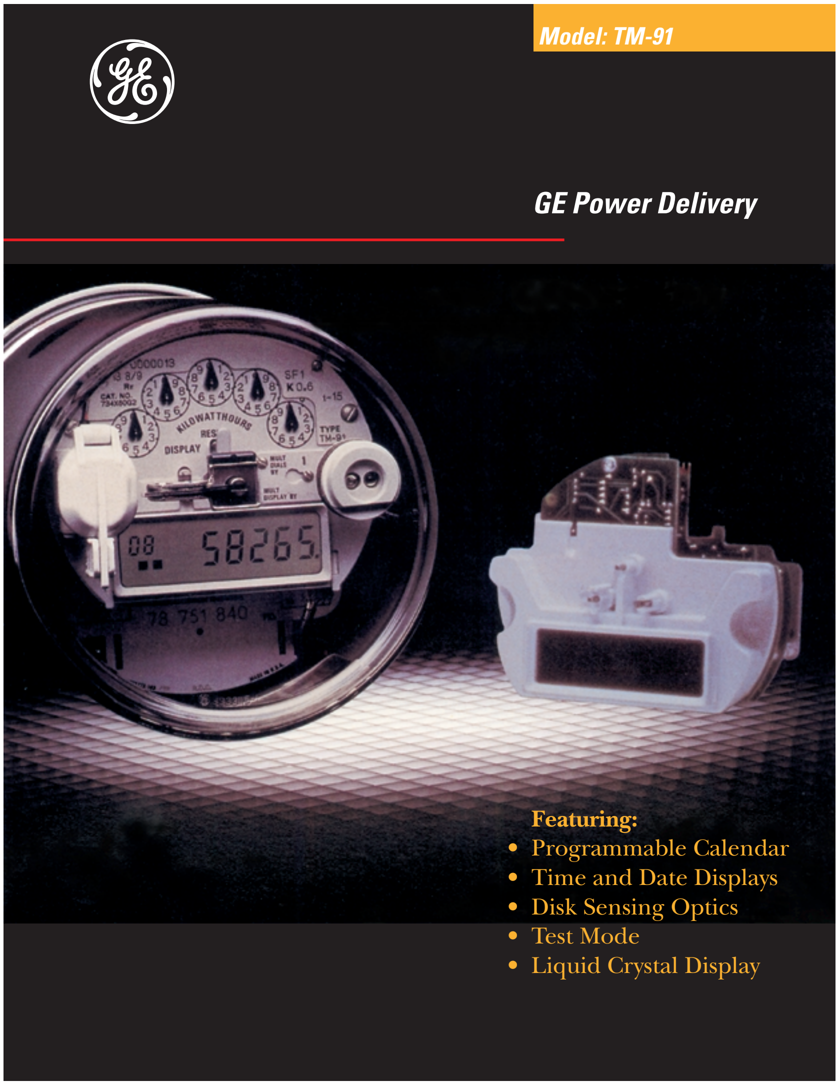
The Intelligent Choice!

We bring good things to life.

C3
Signature Content:
Word mark + generic name
in signature,
slogan below

Graphic Complexity:
Typography
+ full-bleed photograph
or illustration

Product literature covers can appear less promotional by
- deemphasizing all typographic information
- using a small size and/ or a light weight of program typography
- subduing the typography with color



Model: TM-91

GE Power Delivery

Featuring:
- Programmable Calendar
- Time and Date Displays
- Disk Sensing Optics
- Test Mode
- Liquid Crystal Display

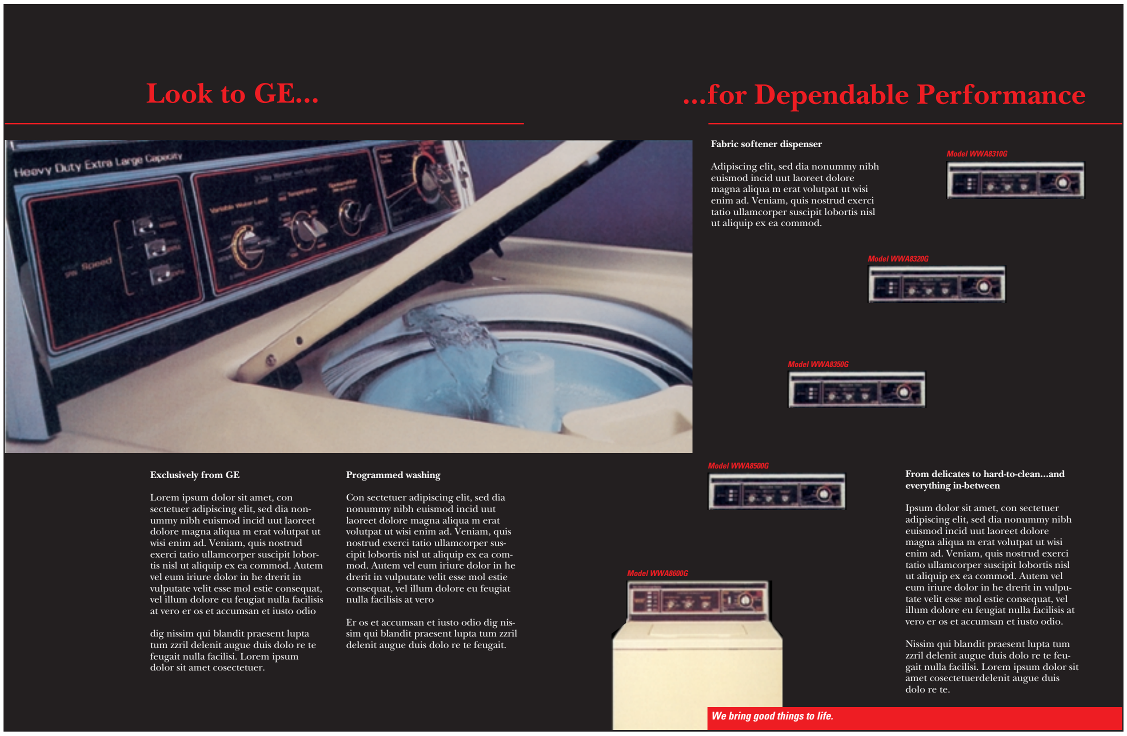
Signature Content: Communicative name in signature, product features below

Graphic Complexity: Typography + full-bleed photograph or illustration

When developing the inside of product literature, follow these guidelines:

Use the cover grid for the inside layouts. Using the same grid throughout a single brochure helps to unify the cover and the inside pages.

Do not use graphic signatures for page titles, subtitles, folios, or any decorative purpose. In product literature, signature content is limited to the levels described on page 04. Graphic signatures may be used in product literature only on the front and back covers.



Look to GE...

...for Dependable Performance

Exclusively from GE

Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio

dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit amet cosectetuer.

Programmed washing

Con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero

Er os et accumsan et iusto odio dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait.

Fabric softener dispenser

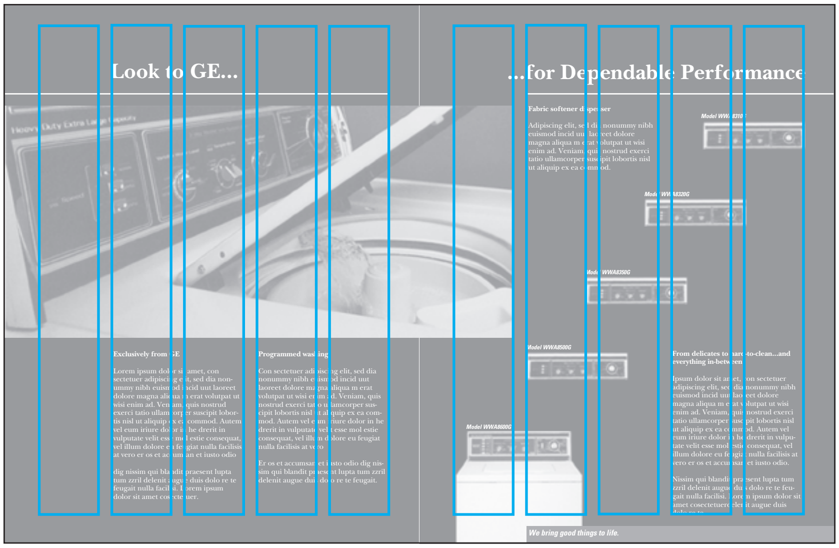
Adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod.

From delicates to hard-to-clean...and everything in-between

Ipsum dolor sit amet, con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio.

Nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit amet cosectetuerdelenit augue duis dolo re te.

Heavy Duty Extra Large Capacity
Model WWA8310G
Model WWA8320G
Model WWA8350G
Model WWA8500G
Model WWA8800G
We bring good things to life.

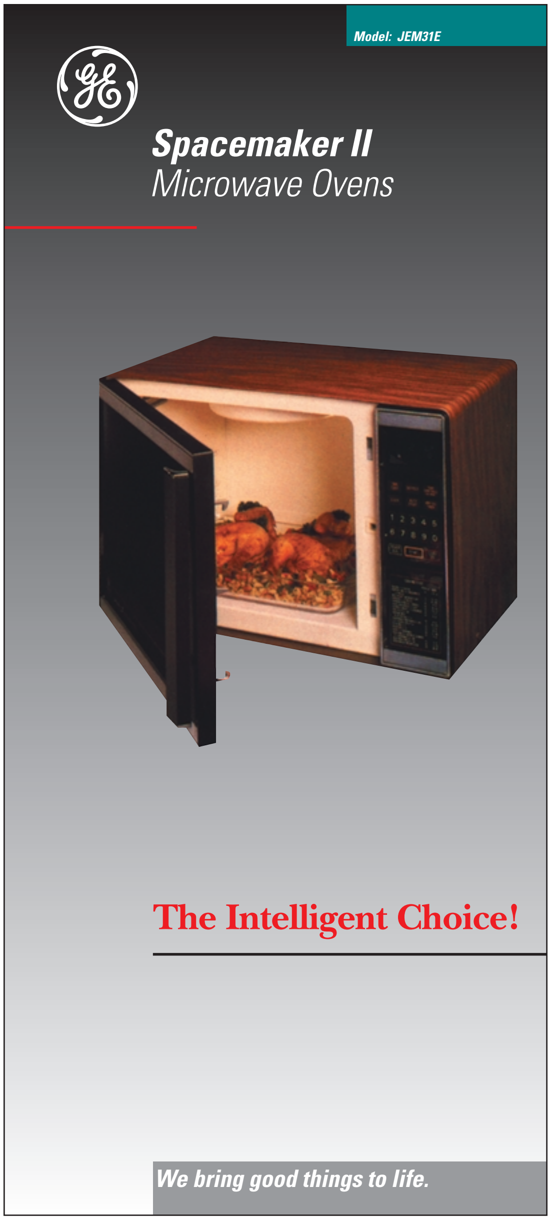


Look to GE...
...for Dependable Performance
We bring good things to life.

The five-column grid is shown for demonstration purposes only.
No recommendation is implied regarding the use of this grid in program applications.

Product literature of different shapes and sizes can be interrelated by following the guidelines for product literature on pages 02 and 03.

In this example, a grid suited to the narrow format is used, and all elements are proportionally reduced to maintain the same scale relationships established in the examples on the previous pages.



Model: JEM31E

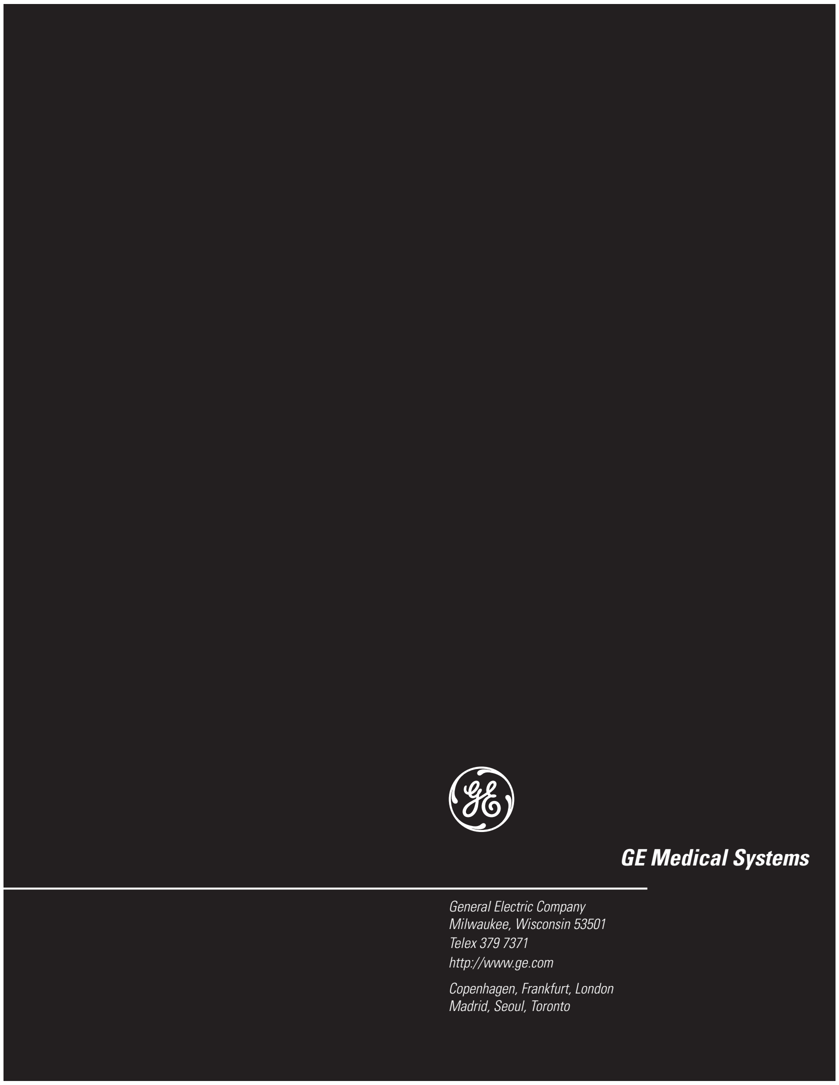
Spacemaker II
Microwave Ovens

The Intelligent Choice!

We bring good things to life.

On the back of product brochures, a graphic signature may be combined with the address block. As shown in the example,

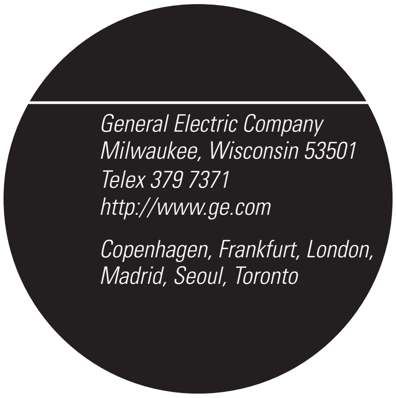
- **the address block** is typeset in Univers 48 and positioned below the Laser Line
- **the Laser Line** bleeds left off the format whenever possible
- **the entire unit** is positioned on the grid in an asymmetrical layout; avoid centering the signature Monogram or the graphic signature in the format



GE Medical Systems

General Electric Company
Milwaukee, Wisconsin 53501
Telex 379 7371
http://www.ge.com

Copenhagen, Frankfurt, London
Madrid, Seoul, Toronto



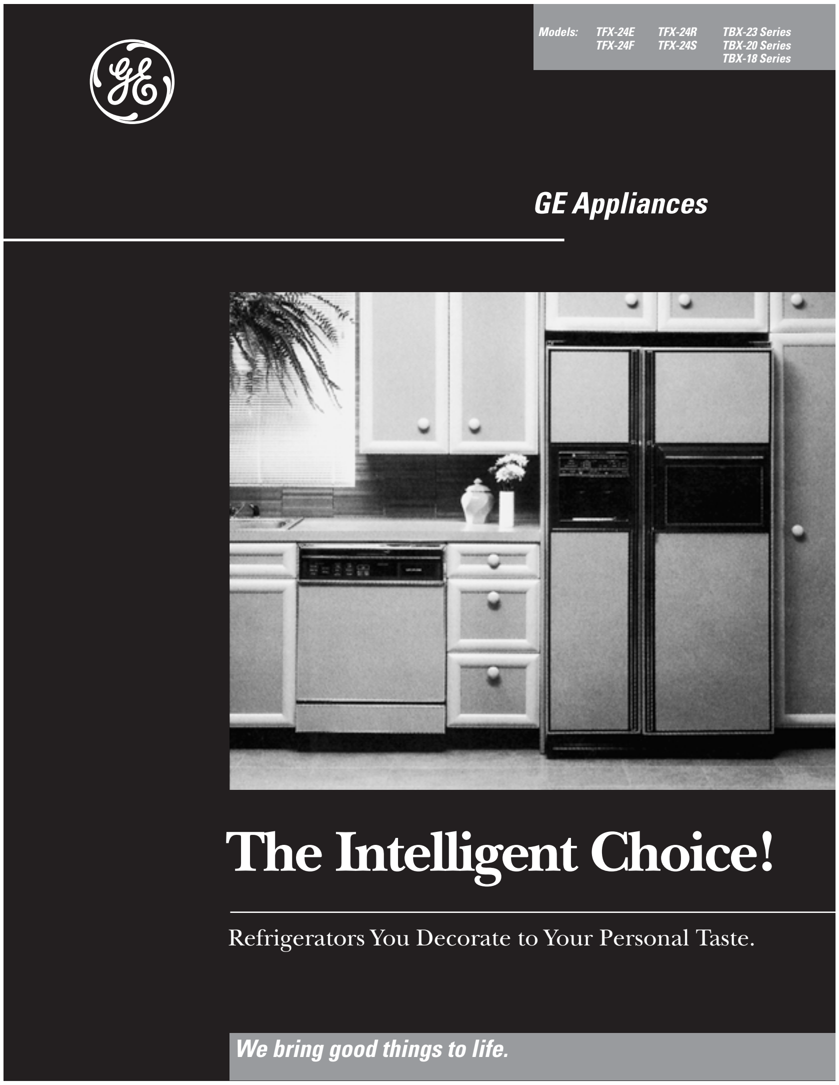
General Electric Company
Milwaukee, Wisconsin 53501
Telex 379 7371
http://www.ge.com

Copenhagen, Frankfurt, London,
Madrid, Seoul, Toronto

Another example of the back of a brochure using this signature and address block appears in document 243, *Promotional Brochures, page 25.*

Specification sheets are developed according to the guidelines for product literature on pages 02 and 03.

In this example, the cover layout is identical to the cover used in the accompanying full-color product brochure; however, to differentiate the specification sheet, it is reproduced in black and white.



Models: TFX-24E TFX-24R TBX-23 Series
TFX-24F TFX-24S TBX-20 Series
TBX-18 Series

GE Appliances

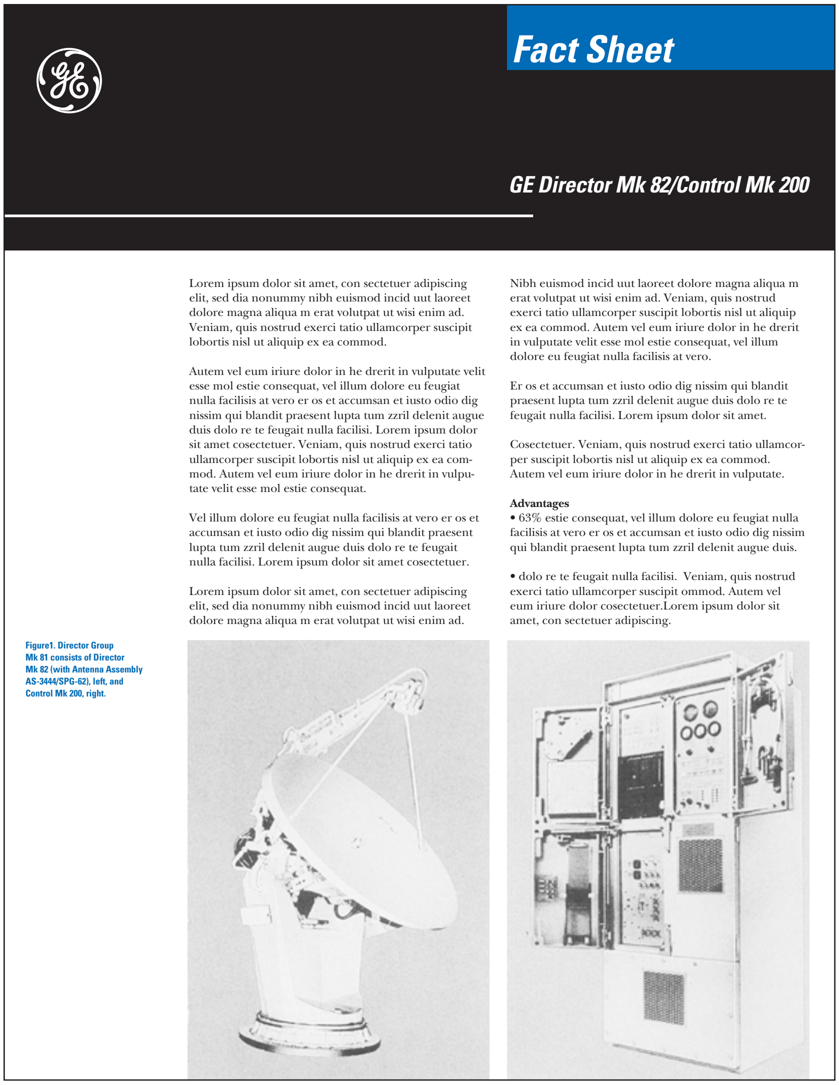
The Intelligent Choice!

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

continued

When a large number of specifications are presented on a small number of pages, the specifications can begin on the cover or front panel. In this case, the graphic signature, containing the name of the product or service, can be featured in a header band, preferably bled off the top, right, and left edges of the format. Included in this band is a bar featuring the title "Fact Sheet," typeset in Univers 68. Either the header band or the title bar may be color coded.



Fact Sheet

GE Director Mk 82/Control Mk 200

Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod.

Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit amet cosectetuer. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat.

Vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit amet cosectetuer.

Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed dia nonummy nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad.

Nibh euismod incid uut laoreet dolore magna aliqua m erat volutpat ut wisi enim ad. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulputate velit esse mol estie consequat, vel illum dolore eu feugiat nulla facilisis at vero.

Er os et accumsan et iusto odio dig nissim qui blandit praesent lupta tum zzril delenit augue duis dolo re te feugait nulla facilisi. Lorem ipsum dolor sit amet.

Cosectetuer. Veniam, quis nostrud exerci tatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commod. Autem vel eum iriure dolor in he drerit in vulputate.

Advantages
- 63% estie consequat, vel illum dolore eu feugiat nulla facilisis at vero er os et accumsan et iusto odio dig nissim qui blandit praesent lupta tum zzril delenit augue duis.

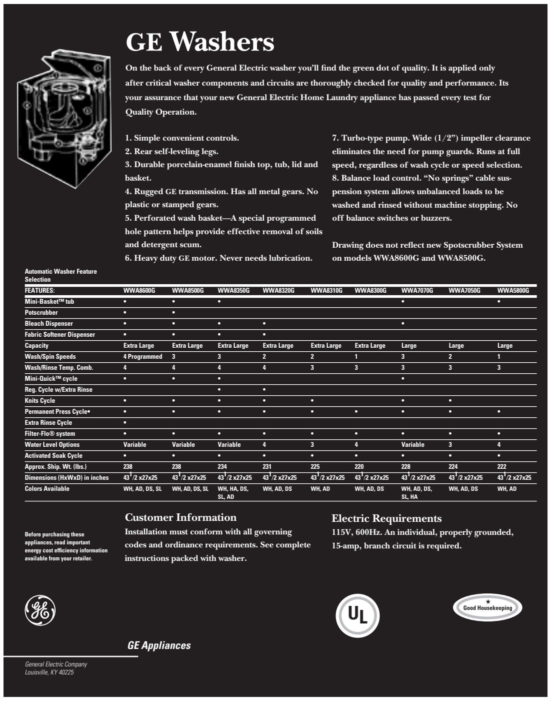
- dolo re te feugait nulla facilisi. Veniam, quis nostrud exerci tatio ullamcorper suscipit ommod. Autem vel eum iriure dolor cosectetuer.Lorem ipsum dolor sit amet, con sectetuer adipiscing.

Figure1. Director Group Mk 81 consists of Director Mk 82 (with Antenna Assembly AS-3444/SPG-62), left, and Control Mk 200, right.

continued

The typefaces used outside a graphic signature are selected from the ITC New Baskerville series for headlines and text and from the Univers series for accents such as captions and folios. For more information on the use and specification of program typography, see document **133**, *Typography*.

Tabular matter may be typeset in either ITC New Baskerville or Univers.



GE Washers

On the back of every General Electric washer you'll find the green dot of quality. It is applied only after critical washer components and circuits are thoroughly checked for quality and performance. Its your assurance that your new General Electric Home Laundry appliance has passed every test for Quality Operation.

1. Simple convenient controls.
2. Rear self-leveling legs.
3. Durable porcelain-enamel finish top, tub, lid and basket.
4. Rugged GE transmission. Has all metal gears. No plastic or stamped gears.
5. Perforated wash basket—A special programmed hole pattern helps provide effective removal of soils and detergent scum.
6. Heavy duty GE motor. Never needs lubrication.
7. Turbo-type pump. Wide (1/2") impeller clearance eliminates the need for pump guards. Runs at full speed, regardless of wash cycle or speed selection.
8. Balance load control. "No springs" cable suspension system allows unbalanced loads to be washed and rinsed without machine stopping. No off balance switches or buzzers.

Drawing does not reflect new Spotscrubber System on models WWA8600G and WWA8500G.

Automatic Washer Feature Selection

FEATURES:	WWA8600G	WWA8500G	WWA8350G	WWA8320G	WWA8310G	WWA8300G	WWA7070G	WWA7050G	WWA5800G
Mini-Basket™ tub	•	•	•				•		•
Potscrubber	•	•							
Bleach Dispenser	•	•	•	•			•		
Fabric Softener Dispenser	•	•	•	•					
Capacity	Extra Large	Extra Large	Extra Large	Extra Large	Extra Large	Extra Large	Large	Large	Large
Wash/Spin Speeds	4 Programmed	3	3	2	2	1	3	2	1
Wash/Rinse Temp. Comb.	4	4	4	4	3	3	3	3	3
Mini-Quick™ cycle	•	•	•				•		
Reg. Cycle w/Extra Rinse			•	•					
Knits Cycle	•	•	•	•	•		•	•	
Permanent Press Cycle•	•	•	•	•	•	•	•	•	•
Extra Rinse Cycle	•								
Filter-Flo® system	•	•	•	•	•	•	•	•	•
Water Level Options	Variable	Variable	Variable	4	3	4	Variable	3	4
Activated Soak Cycle	•	•	•	•	•	•	•	•	•
Approx. Ship. Wt. (lbs.)	238	238	234	231	225	220	228	224	222
Dimensions (HxWxD) in inches	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25	43^1/2 x27x25
Colors Available	WH, AD, DS, SL	WH, AD, DS, SL	WH, HA, DS, SL, AD	WH, AD, DS	WH, AD	WH, AD, DS	WH, AD, DS, SL, HA	WH, AD, DS	WH, AD

Before purchasing these appliances, read important energy cost efficiency information available from your retailer.

Customer Information

Installation must conform with all governing codes and ordinance requirements. See complete instructions packed with washer.

Electric Requirements

115V, 600Hz. An individual, properly grounded, 15-amp, branch circuit is required.

Good Housekeeping

GE Appliances

General Electric Company
Louisville, KY 40225

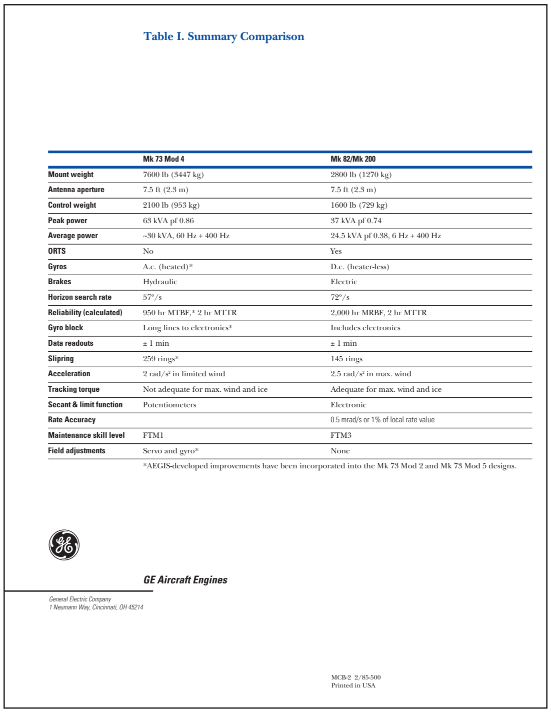


Table I. Summary Comparison

	Mk 73 Mod 4	Mk 82/Mk 200
Mount weight	7600 lb (3447 kg)	2800 lb (1270 kg)
Antenna aperture	7.5 ft (2.3 m)	7.5 ft (2.3 m)
Control weight	2100 lb (953 kg)	1600 lb (729 kg)
Peak power	63 kVA pf 0.86	37 kVA pf 0.74
Average power	~30 kVA, 60 Hz + 400 Hz	24.5 kVA pf 0.38, 6 Hz + 400 Hz
ORTS	No	Yes
Gyros	A.c. (heated)*	D.c. (heater-less)
Brakes	Hydraulic	Electric
Horizon search rate	57°/s	72°/s
Reliability (calculated)	950 hr MTBF,* 2 hr MTTR	2,000 hr MRBF, 2 hr MTTR
Gyro block	Long lines to electronics*	Includes electronics
Data readouts	± 1 min	± 1 min
Slipring	259 rings*	145 rings
Acceleration	2 rad/s^2 in limited wind	2.5 rad/s^2 in max. wind
Tracking torque	Not adequate for max. wind and ice	Adequate for max. wind and ice
Secant & limit function	Potentiometers	Electronic
Rate Accuracy		0.5 mrad/s or 1% of local rate value
Maintenance skill level	FTM1	FTM3
Field adjustments	Servo and gyro*	None

*AEGIS-developed improvements have been incorporated into the Mk 73 Mod 2 and Mk 73 Mod 5 designs.

GE Aircraft Engines

General Electric Company
1 Neumann Way, Cincinnati, OH 45214

MCB-2 2/85-500
Printed in USA

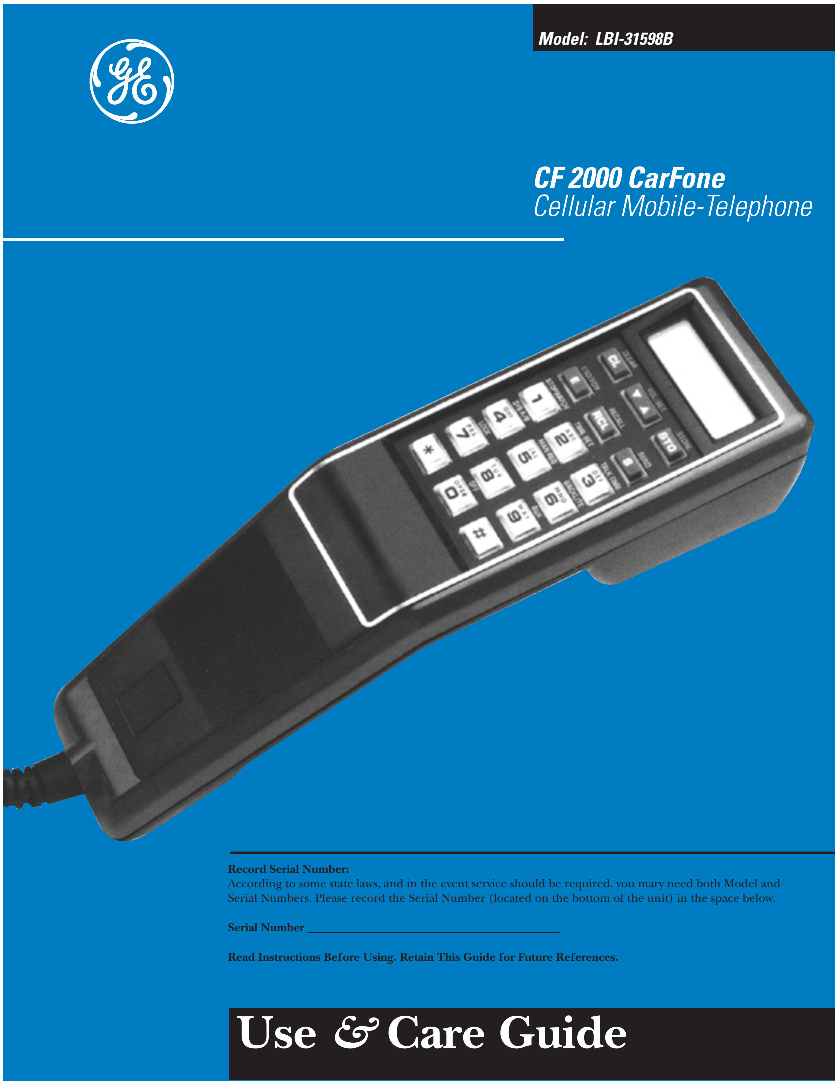
Use *&* Care Guides are developed according to the guidelines for product literature on pages 02 and 03.

To standardize the titling of these brochures, follow these guidelines:

- The phrase “Use *&* Care Guide” is reversed from a bar at the bottom of the cover or front panel.
- The model number is reversed from a bar at the top of the cover or front panel.
- The graphic signature contains the name of the product.

The price category of the products determines how the guides are reproduced.

- *For low-end or medium-range products,* use black and white only.
- *For high-end products,* use two colors.
- *For premium products,* use four-color process.



Model: LBI-31598B

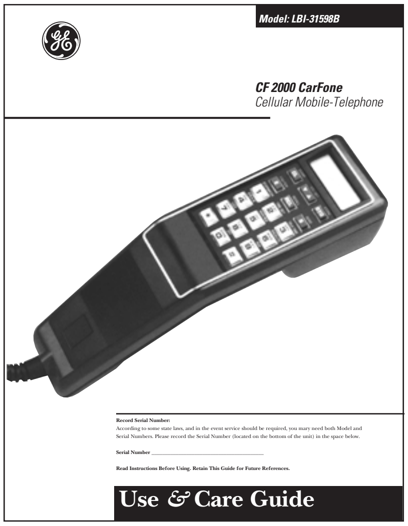
CF 2000 CarFone
Cellular Mobile-Telephone

Record Serial Number:
According to some state laws, and in the event service should be required, you mary need both Model and Serial Numbers. Please record the Serial Number (located on the bottom of the unit) in the space below.

Serial Number ______________________________

Read Instructions Before Using. Retain This Guide for Future References.

Use *&* Care Guide



Model: LBI-31598B

CF 2000 CarFone
Cellular Mobile-Telephone

Record Serial Number:
According to some state laws, and in the event service should be required, you mary need both Model and Serial Numbers. Please record the Serial Number (located on the bottom of the unit) in the space below.

Serial Number ______________________________

Read Instructions Before Using. Retain This Guide for Future References.

Use *&* Care Guide

Print Material Related to the Sale of Products or Services & Produced in the United States

(including promotional brochures, product literature, specification and fact or data sheets, Use & Care Guides, warranties, installation instructions, and other materials included in product packages)

- Print material accompanying producer products need not be altered provided that the U.S. origin of a product is evident from the product itself or from other related material transmitted with the product. It is highly recommended that, where it is likely that the product will be distributed in the United Kingdom or where the distribution of the product is sufficiently wide so it may find its way to less sophisticated purchasers, the following legend be stamped on the material:

General Electric Company, U.S.A., is not connected with the English Company of a similar name.

- Each mailing of print material originating in the United States, but distributed *separately* from the product to the trade in the United Kingdom in large quantities (in excess of 150 units), should be stamped with the following legend:

This information is prepared and printed in the United States by General Electric Company, U.S.A., which is not connected with the English Company of a similar name.

If a letter to the prospective purchaser accompanies the printed material, the preceding statement may be included in the letter.

- Print material for goods in categories B* and C** as defined in document **121**, *Primary Trademarks & Service Marks,* pages 07 and 08, should
  - bear the legend set forth in the preceding paragraph
  - display the Monogram, with the letters "USA" (without periods) under it, at least once on each page

At least one reference on each page to "General Electric Company," "General Electric," or "GE" should be followed by "U.S.A." or wording that clearly indicates that the U.S. Company is meant.

- On warranties, Use & Care Guides, installation instructions, and other material included in product packages, use the following statement without an asterisk:

**Registered Trademark of
General Electric Company, U.S.A.**

If other package inserts display trademark protection notices, then the statement is not required on the warranty. However, the statement should be used if the warranty is likely to be used for product service information.

Print Material Related to the Sale of Products or Services Produced & Distributed Separately from the Products to the Trade in the United Kingdom

- The Monogram trademark may be used, preferably with the letters "USA" (without periods) under it. Whenever the Monogram trademark is used, either the full name, "General Electric Company, U.S.A.," or preferably, the trademark legend, "Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name," should appear clearly legible.
- The name "General Electric Company of U.S.A." or "General Electric Company, U.S.A." may be used provided that
  - the initials "U.S.A." are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the following legend:

***Not connected with the English Company of a similar name**

- The identification "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - it is not used alone or as a trademark
  - it appears in text and is shown in the same typeface and size as the surrounding text
- The identification "General Electric Company," "General Electric," or "GE" alone should not be used except as set forth in the preceding paragraphs.
- The name of any GE affiliate in the United Kingdom may be used.

---

*Category B, components sold to OEMs where the trademark is ordinarily visible to the user of the finished products, is particularly applicable to lighting.

**Category C, commercial equipment, consists of larger products bought at infrequent intervals for commercial purposes on which the marks are ordinarily seen by the public: for example, commercial air conditioners.

Promotional Materials

These guidelines apply to all promotional materials, including
- point-of-sale materials
- special promotions at the point of sale
- direct mail
- novelties and T-shirts

used by the Company and its
- components
- subcomponents
- licensed affiliates

to promote
- themselves
- their internal projects and programs
- the GE brand of products and services

In addition to providing a plan for featuring the elements of the GE Identity Program in promotional materials, these standards have been created to

- **simplify and clarify** information by standardizing its presentation
- **streamline and modernize** the appearance of promotional materials by eliminating unnecessary or outdated graphic elements
- **communicate specific attributes** of high technology, dynamism, innovation, and professionalism
- **unify** the promotional materials of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **provide flexibility** to accommodate different kinds of information and communication needs
- **reduce cost** through the use of common design standards

Promotional Materials *245.01*

Contents

Signature Guidelines **245**.02

Point-of-Sale Materials **245**.10

Special Promotions at the Point of Sale **245**.30

Direct Mail

Guidelines **245**.40

Examples **245**.41

Novelties **245**.50

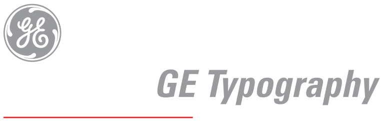
T-Shirts **245**.60

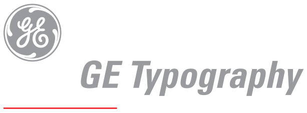
In all promotional materials, use a graphic signature whenever possible.

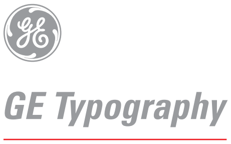
Follow these general guidelines:

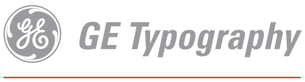
- **Use all three elements of a graphic signature:**
  - the signature Monogram*
  - signature typography
  - the Laser Line

  Where there is no room or need for signature typography, the Monogram may be used alone.
- **Construct graphic signatures according to the guidelines** in document **131**, *Graphic Signatures.*
- **Whenever possible, bleed the Laser Line left off the promotional format.** When this is not possible, begin the Laser Line at the left margin or flush with the left edge of the Monogram.
- **Keep the clear space within and surrounding the signature free** from typography, photographs, illustrations, thematic graphics, conflicting patterns, or the edge of the item. For more information on the minimum clear space required for each signature, see document **131,** *Graphic Signatures,* pages 10 to 18.





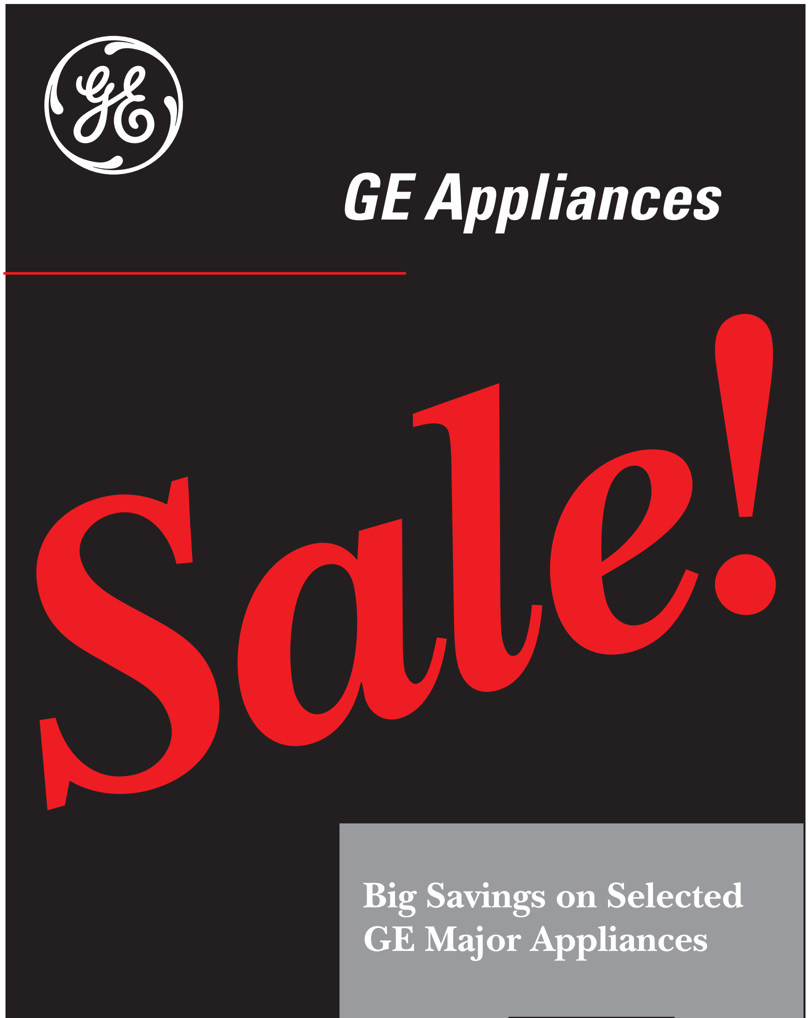




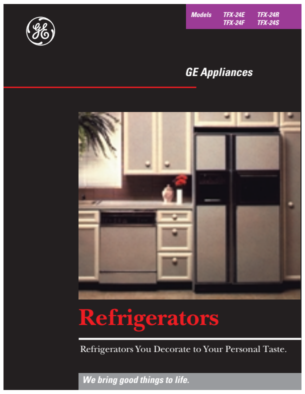
- **Reproduce graphic signatures in correct colors,** according to the guidelines in document **132,** *Color.*
- **Use these signatures in promotional materials:**
  - **Primary signature.** Because the primary signature is preferred in all program applications, its use in promotional materials helps to relate this media to others such as advertising, product literature, and packaging. When space is limited, the other graphic signatures may be used. For more information, see document **131**, *Graphic Signatures,* pages 11 and 12.
  - **Compact signature.** The compact signature is identical to the primary signature except that the signature elements may be positioned closer to each other. For more information, see document **131**, *Graphic Signatures,* pages 13 and 14.
  - **Vertical signature.** This signature may be used when the promotional format is narrow or when vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography. For more information, see document **131,** *Graphic Signatures,* pages 15 and 16.
  - **Special signatures.** These signatures may be used where space is limited or where legibility from a great distance is required. In these signatures, the typography is horizontally aligned with either the center (signature A) or the base (signature B) of the signature Monogram. Note: In promotional materials, special signatures must consist of all three signature elements. For more information, see document **131,** *Graphic Signatures,* pages 17 and 18.

---

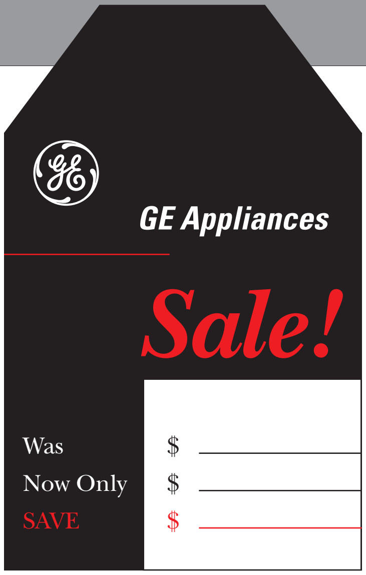
* **GE Logo Font,** a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.


GE Appliances
Sale!
Big Savings on Selected GE Major Appliances

Poster


Models TFX-24E TFX-24F TFX-24R TFX-24S
GE Appliances
Refrigerators
Refrigerators You Decorate to Your Personal Taste.
We bring good things to life.

Product brochure


GE Appliances
Sale!
Was $
Now Only $
SAVE $

Hang tag

When preparing point-of-sale materials, follow these guidelines:

- **Relate the layout and color** of point-of-sale materials closely to that used in accompanying promotional brochures and product literature, as shown in the examples.

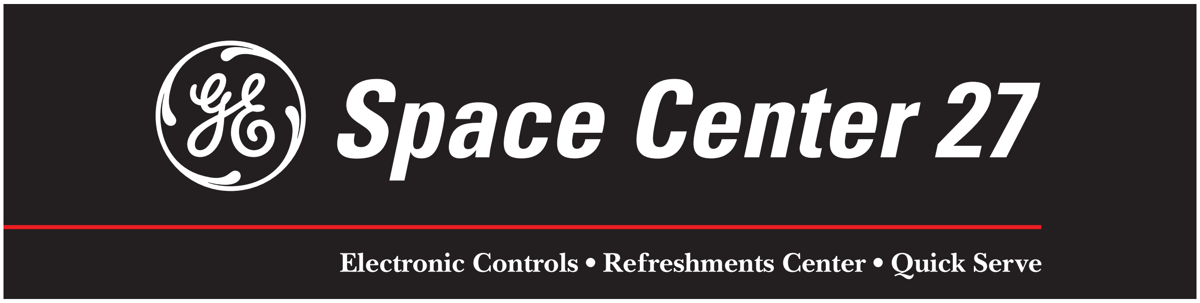
  For guidelines on print materials, see documents
  - **243**, *Promotional Brochures*
  - **244**, *Product Literature.*

  All exhibits on this page show the graphic signature at the top of the format. However, when it is appropriate or necessary, the signature may appear at the bottom.

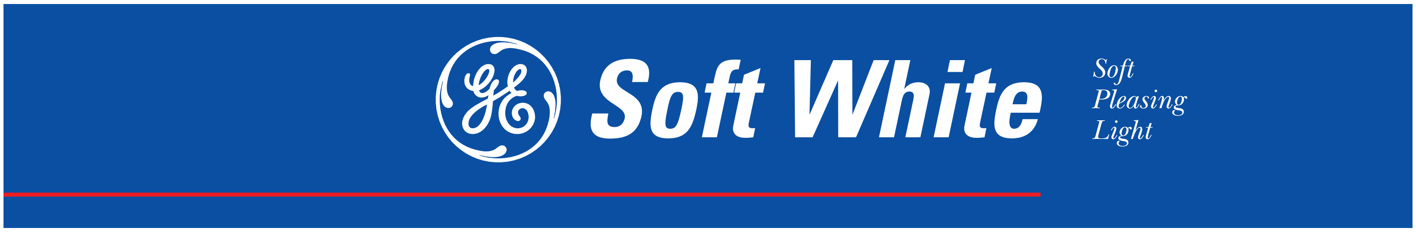
- **Position copy,** such as product features, and graphic support elements, such as photographs or illustrations, outside the graphic signature.
- **Use Univers 68 for the slogan "We bring good things to life."** whether it appears within or outside a graphic signature.
- **For all other typography outside a graphic signature,** use either the Univers or ITC New Baskerville series. For more information, see document **133**, *Typography*.
- **Use colors** according to the guidelines in document **132**, *Color*. That document and color samples are available from the GE Identity Website or Hotline.
- **Use rules, bars, and bands** to structure, differentiate, and emphasize information.
- **For graphic support, use**
  - the Dynamic Monogram (For more information, see document **134**, *Dynamic Monogram.)*
  - thematic graphics

continued

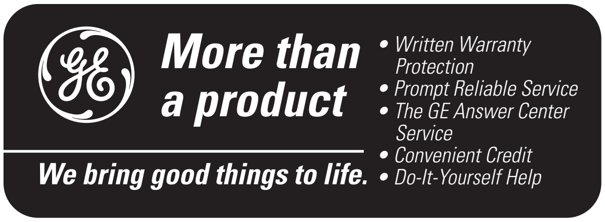
- **When the space in a point-of sale format is severely limited or when legibility is required at a great distance,** one of the special signatures may be used as shown in the examples. For more information, see document **131**, *Graphic Signatures,* pages 17 and 18.


Space Center 27
Electronic Controls • Refreshments Center • Quick Serve

Counter card


Soft White
Soft
Pleasing
Light

Display header band


More than
a product
We bring good things to life.
• Written Warranty Protection
• Prompt Reliable Service
• The GE Answer Center Service
• Convenient Credit
• Do-It-Yourself Help

Promotional label

These guidelines cover a wide range of promotions such as contests and sweepstakes, including materials such as

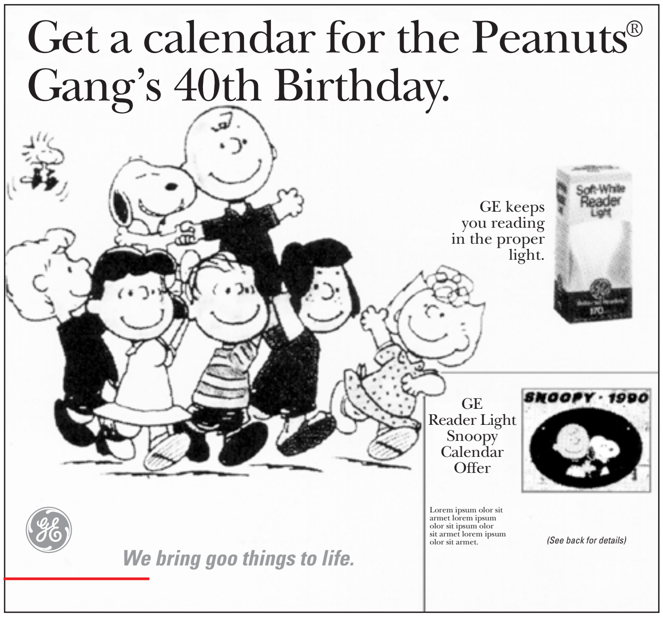
- posters
- banners
- product pre-packs
- aisle displays
- special panels on packages
- "shelf-talkers"
- mobiles

Special promotions are often used to prompt immediate action from consumers. As a result, they need to convey more information and have more impact than a typical product sign, sales display, printed piece, or other promotion.

These guidelines help to achieve the objectives of special promotions while protecting and enhancing the GE identity through clear, consistent communications developed according to GE Identity Program standards.

Special promotions present unique challenges to the designer. For example, when non-GE products are used in an illustration, it is necessary to make clear that GE is *sponsoring* the promotion.

Such challenges can be successfully addressed by following the basic standards of the GE Identity Program and using simple, uncluttered layouts.



Get a calendar for the Peanuts® Gang's 40th Birthday.

GE keeps
you reading
in the proper
light.

GE
Reader Light
Snoopy
Calendar
Offer

Lorem ipsum olor sit armet lorem ipsum olor sit ipsum olor sit armet lorem ipsum olor sit armet.

(See back for details)

We bring goo things to life.

Although there is no typical example of a GE special promotion at the point of sale, this example demonstrates how many common challenges encountered in the medium may be handled.

Common Design Problems in Special Promotions at the Point of Sale, & Possible Solutions

- **Odd shapes and sizes**
  Use the signature best suited to the format. For long horizontal formats, use a compact signature or one of the special signatures. For tall vertical formats, use the vertical signature. For more information, see document **131**, *Graphic Signatures.*

- **Multiple graphic support elements** such as
  - illustrations
  - product photographs
  - three-dimensional materials (such as coupon pads and dummy packages)
  - type blocks (such as body copy, calls-to-action, addresses, rules, and disclaimers)

- *Select one dominant visual element* and position it and other elements in an asymmetrical layout (as in all other GE Identity Program applications).

- *Align the signature with strong verticals* such as copy blocks or elements in a photograph or illustration.

- *Balance the size and placement of the signature with other layout elements.* Overall, the layout should be simple, clean, and orderly. It should be easy to follow, communicating its message at a glance.

- **Photographs and illustrations of non-GE products and packaging** (used, for example, as prizes or premiums)

  Use the graphic signature and other GE Identity Program standards to make it clear that GE is sponsoring the promotion.

- **Colored backgrounds**

- *Against white or very light grey backgrounds,* use the corporate colors, Platinum Grey and Laser Red, in the graphic signature. In four-color process, for Platinum Grey, use a 40 percent screen tint of black (minimum 133 lines); for Laser Red, use solid magenta/yellow.

- *Against other colors,* signatures should be reversed in white or overprinted in black. If the background color provides sufficient contrast, use Laser Red in the Laser Line. For more information, see document **132**, *Color.*

When preparing direct mail materials, follow these guidelines.

Among promotional media, none employs so many diverse formats as direct mail. To get the attention of target audiences and elicit the proper response, GE marketing communicators have mailed everything from postcards and flyers to unwrapped hockey sticks.

Several characteristics differentiate direct mail from other promotional media. Some direct mail concepts rely on intrigue to lead a reader into and through a piece. Some use borrowed interest. Others are effective because of their dramatic contrast to typical mail.

One primary need is to delay identifying GE as the source of the direct mailer. To satisfy this need in the context of the GE Identity Program, follow these simple guidelines:

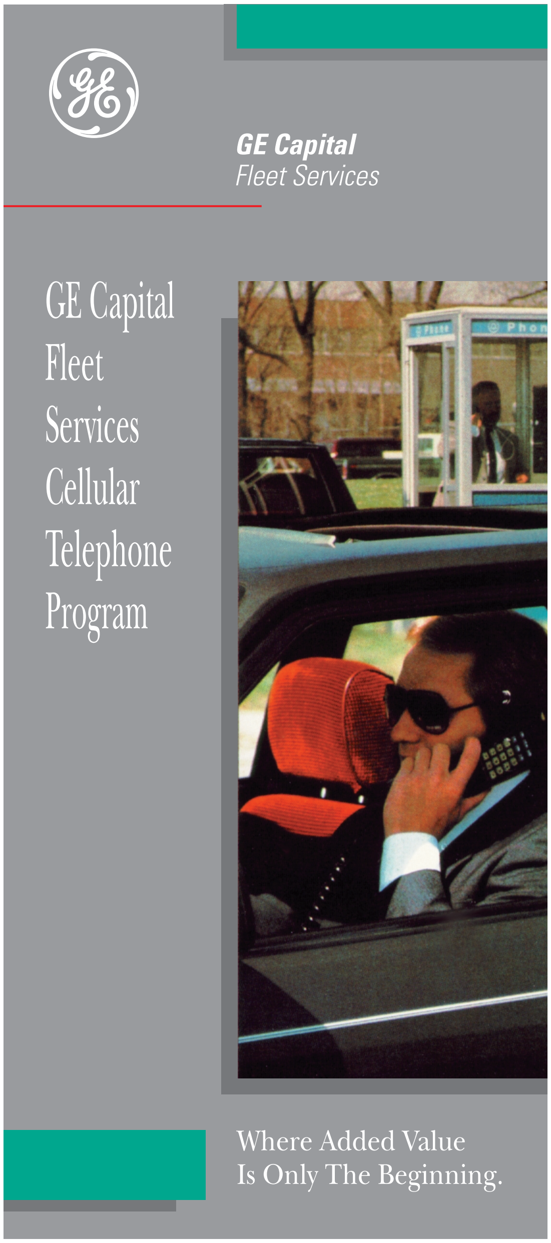
- ***Until GE is identified as the source of the product or service offering***, the standards of the GE Identity Program do not apply.
- ***When GE is revealed as the source of the product or service offering*** *(on the page or double-page spread where the word "GE" is first used)*, all standards of the GE Identity Program apply. At that point,

- *use a graphic signature* to display the name of the product, service, component, or affiliate, for example (For more information, see document **131**, *Graphic Signatures.)*

- *use color* according to the guidelines in document **132**, *Color*

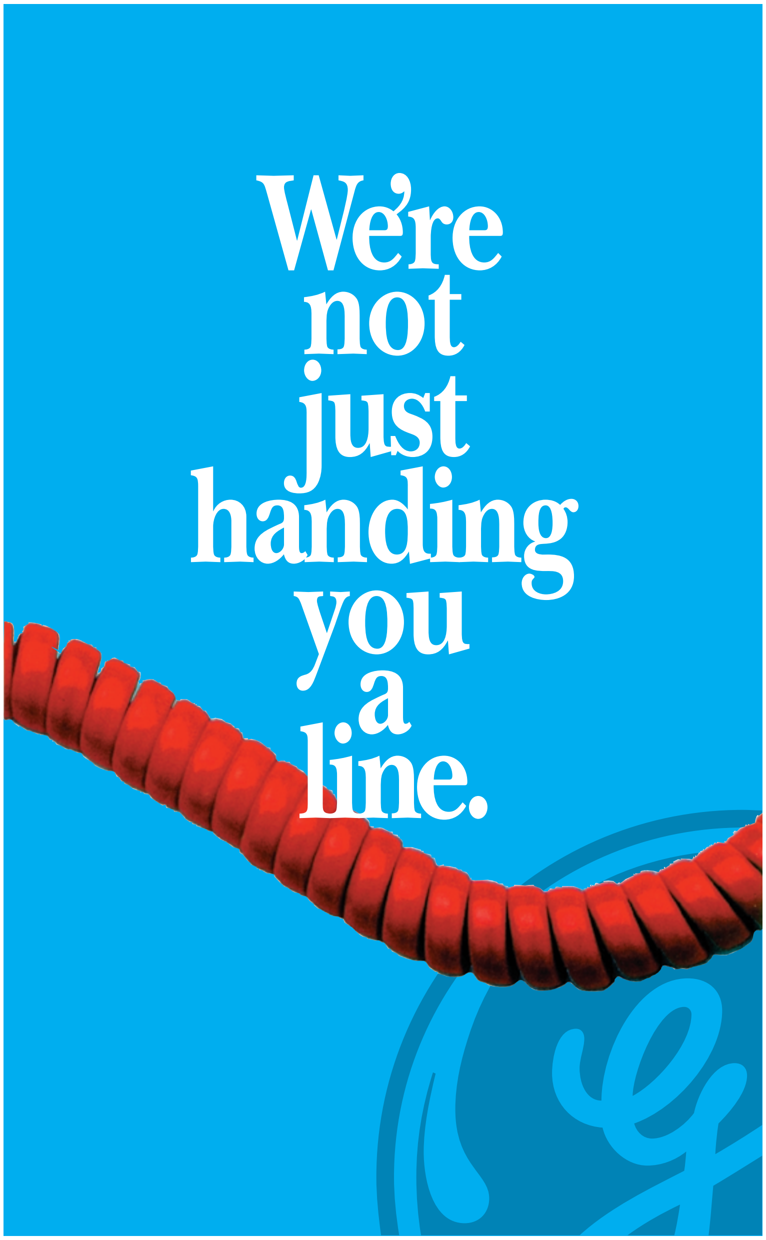
- *use program typography:*
· *Use ITC New Baskerville* in all headlines and text.
· *Use the Univers series* for typographic accents such as captions and folios. For more information, see document **133,** *Typography.*

The examples on the following pages illustrate the varying degrees of this need to delay identifying GE and how, in each case, it is met within the scope of the GE Identity Program.


GE Capital
Fleet Services
GE Capital
Fleet
Services
Cellular
Telephone
Program
Where Added Value
Is Only The Beginning.

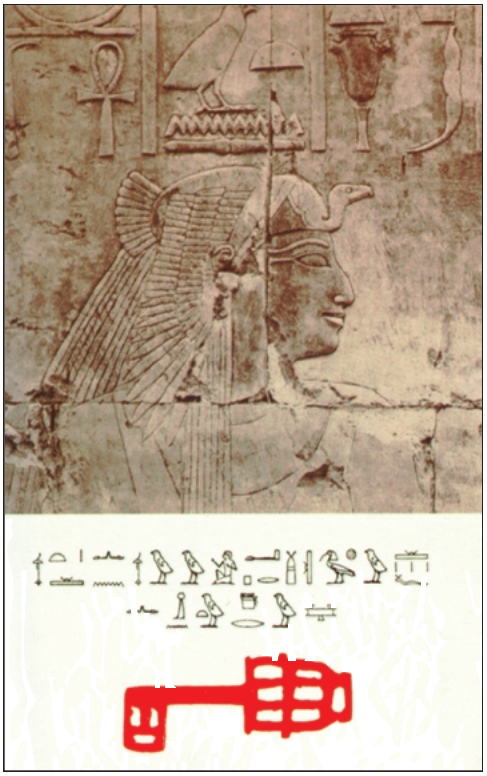
This direct mail brochure uses a prominent display of the graphic signature to immediately establish the GE identity.

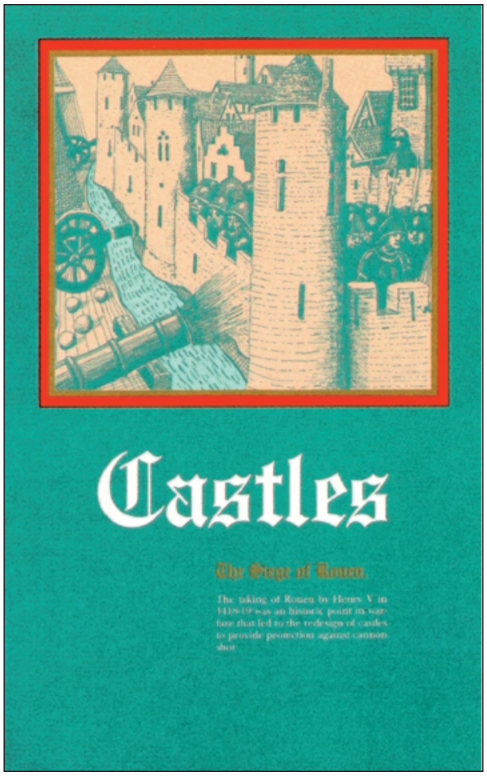
This direct mailer from GE Medical Systems deliberately avoids component identification and uses the Dynamic Monogram to suggest what follows, leading readers into the inside. Because the Dynamic Monogram identifies GE as the product source, the headline is set in the program typeface, ITC New Baskerville.


We're
not
just
handing
you
a
line.

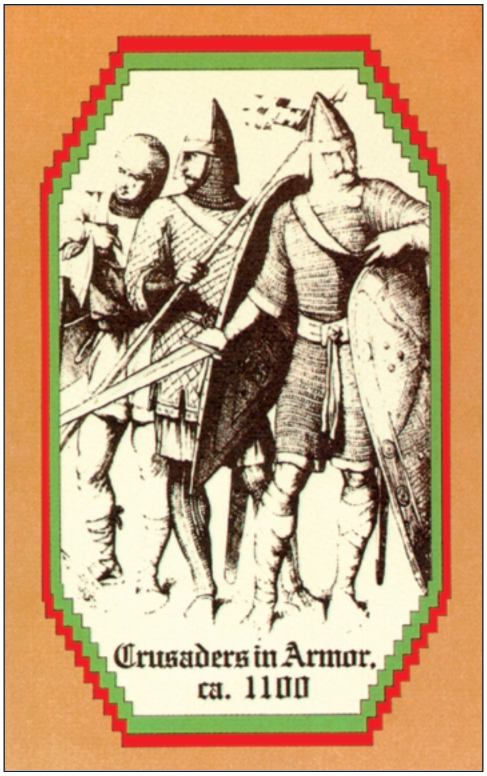
In these direct mail brochures, GE American Communications features satellites. Each mailer uses a historical analogy to set up the sales message that is delivered inside the piece on a pullout insert bearing the graphic signature.

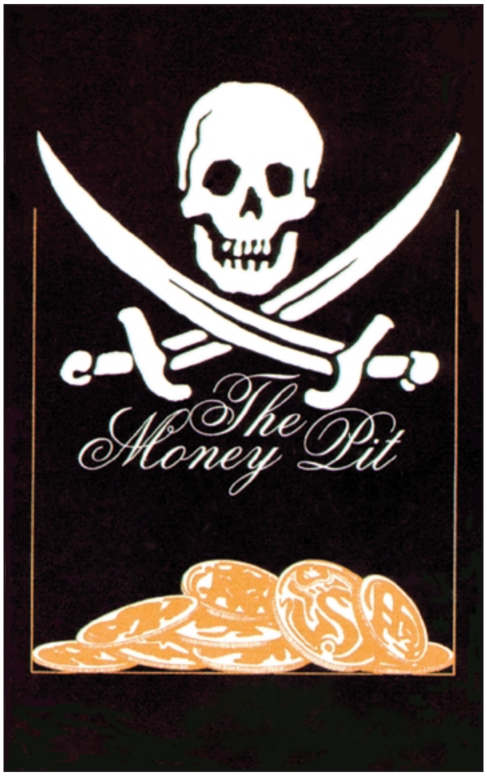
Because GE is not identified as the source of the service until the inside, no element of the GE identity is used on the covers.





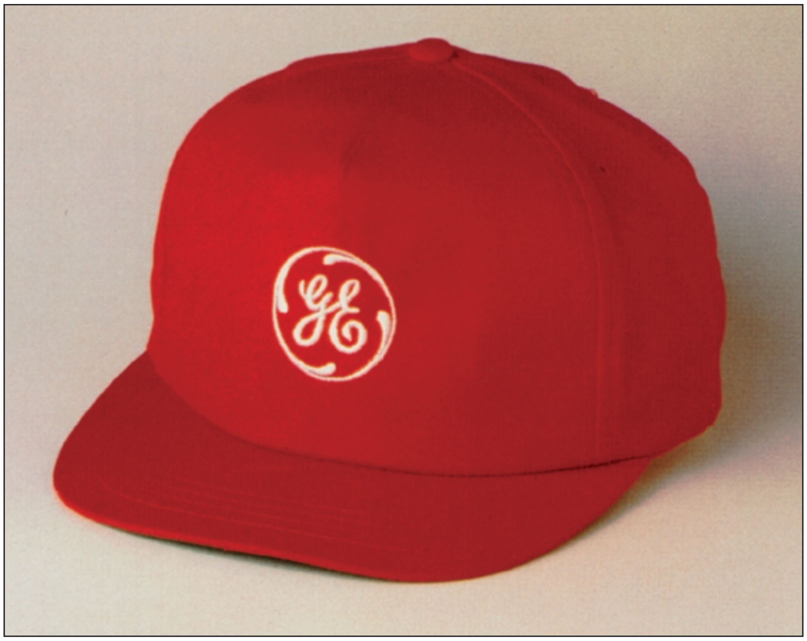
The taking of Rouen by Henry V in 1418-19 was an historic point in warfare that led to the redesign of castles to provide protection against cannon shot.

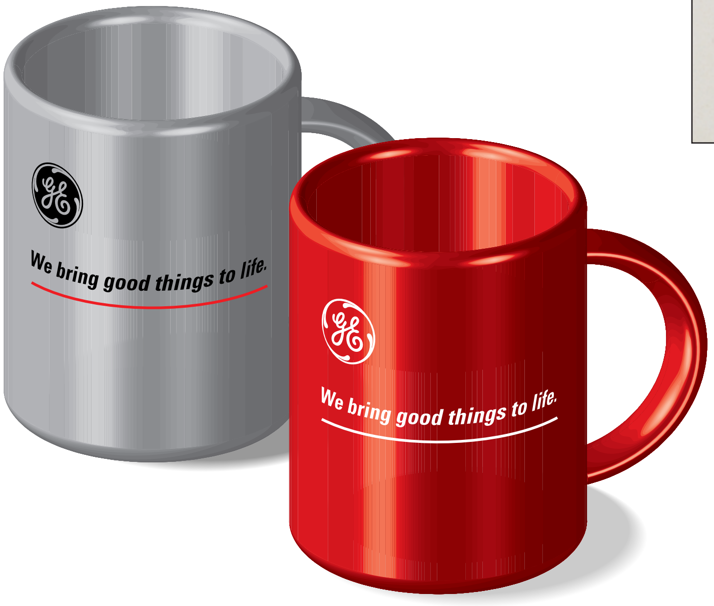




When developing novelties to promote the Company and its components and licensed affiliates, internal projects or programs, and the GE brand of products or services, follow these guidelines:

- **Use a graphic signature whenever possible.** For signature construction guidelines and drawings, see document **131**, *Graphic Signatures.* Where there is no room or need for signature typography, the Monogram may be used alone.
- **Place the most important information,** such as the communicative name of the component or affiliate, in the signature typography.
- **In the signature typography, use Univers 68 and, if needed, Univers 48.** As an option in product signatures, you may use ITC New Baskerville. For more information, see document **131**, *Graphic Signatures,* pages 31 to 35.
- **Outside the graphic signature, use ITC New Baskerville or Univers for all typography.** For more information, see document **133**, *Typography.*
- **Reproduce graphic signatures in correct colors,** according to document **132**, *Color.*





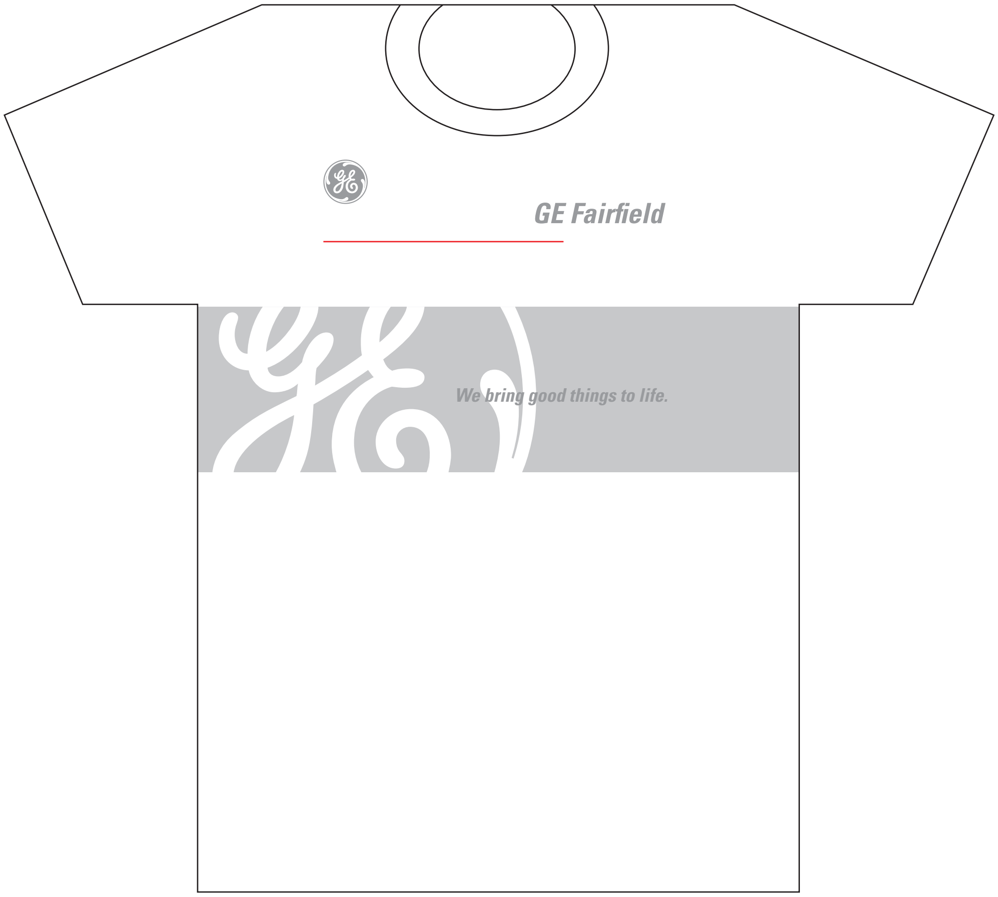
When designing T-shirts for promotional or commemorative events, follow these guidelines:

- **Use a graphic signature** containing one of the following:
  - *the communicative name* of the component or affiliate
  - *a promotional message* such as a slogan
  - *a combination* of a communicative name and a promotional message
  - *a generic name* for a product or service
  - *a secondary word mark*
  - *a secondary word mark plus a generic name* for a product or service

  For more information on graphic signatures, see document **131**, *Graphic Signatures.*

- **Place the graphic signature at the top of the T-shirt** with any additional graphic or typographic elements placed below the signature. On the back, a graphic signature containing the same or a different message may be used, if desired.
- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures, see document **132**, *Color.*
- **Use Univers 68 and, if needed, Univers 48** for any typographic information appearing outside the signature. This typography may overprint the graphic support elements discussed on page 61.

continued

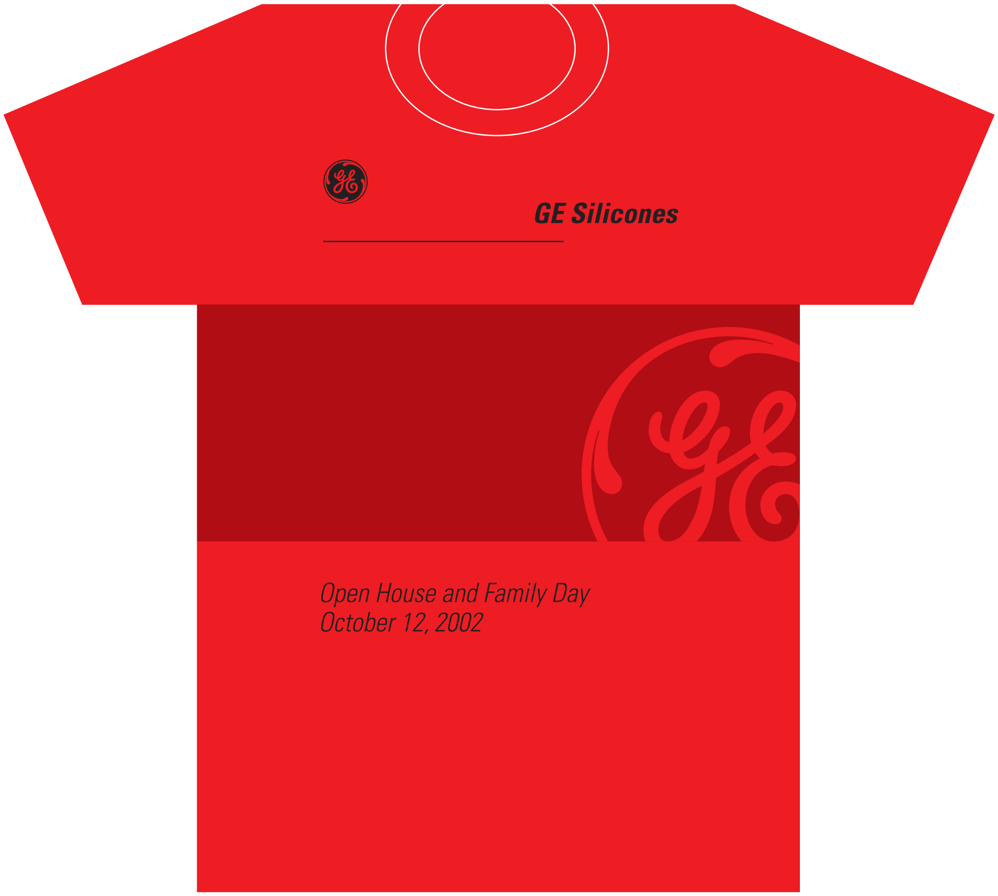

GE Fairfield
We bring good things to life.

- **Do not use**
  - group, division, department, program, or other organizational logotypes, symbols, or icons
  - other logotypes, symbols, or icons

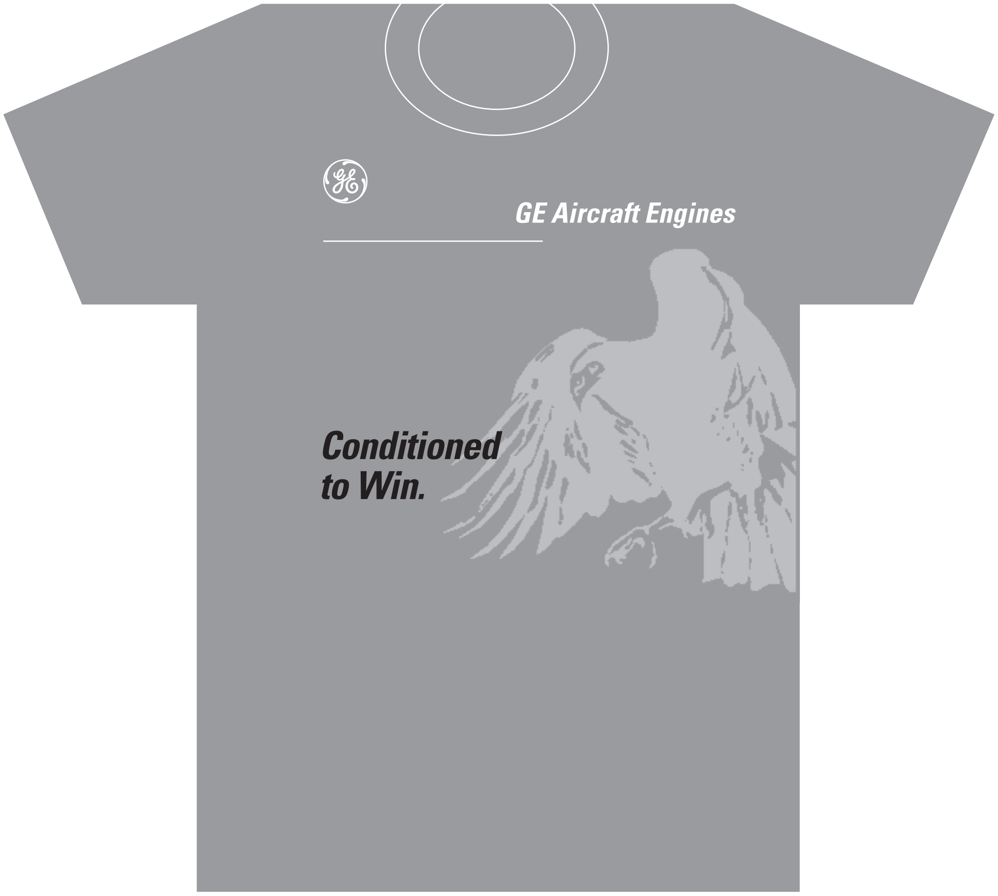
  Instead, use graphic support elements.

- **For graphic support,** use either
  - *the Dynamic Monogram*
    Use the Dynamic Monogram alone; do not combine it with other elements of graphic support such as photographs or illustrations. Generally, reproduce the Dynamic Monogram in a color of low contrast to the background. For more information, see document **134**, *Dynamic Monogram*. For the Dynamic Monogram, use GE Logo Font, available from the GE Identity Website or Hotline.
  - *a relevant thematic graphic*
    This graphic may be a photograph or illustration, normally reproduced in colors of low contrast to the background, as shown on page 62.

continued



- **When using a color other than white, black, Platinum Grey, or Laser Red in the background** (or dyed in the T-shirt fabric), you may select the color from the GE color palettes. For more information on color, see document **132**, *Color*. Color samples are available from the GE Identity Hotline.



Exhibits

The GE exhibit program is used by the Company and its

- components
- subcomponents
- licensed affiliates

for all tradeshow exhibits.

In addition to providing a plan for featuring the GE identity in exhibits, the exhibit program has been created to

- **standardize** the best practices developed across the Company
- **communicate specific attributes** of global leadership, innovation, and high technology
- **provide flexibility** to accommodate different kinds of information and communication needs
- **simplify and clarify** information by standardizing its presentation
- **unify** the exhibits of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **establish and maintain** sound trademark practices
- **reduce cost** through the use of
  - common design standards and exhibit elements
  - a single-source supplier

Contents

01 Section 01: Overview

Introduction **247**.01.01
Typical Exhibits **247**.01.02
Exhibit Supplier Contacts **247**.01.07
Glossary **247**.01.10

02 Section 02: Tradeshow Planning

Introduction **247**.02.01
Project Scheduling Outline **247**.02.02
Sample Project Schedule **247**.02.04
Budgeting **247**.02.10

03 Section 03: Portable Exhibits

Introduction **247**.03.01
Standing Exhibit **247**.03.03
Tabletop Exhibit **247**.03.04

04 Section 04: Modular Exhibits

Introduction **247**.04.01
Linear Exhibits **247**.04.02a
Island Exhibits **247**.04.27a
Cross-Aisle Exhibits **247**.04.54

05 Section 05: Modular Exhibit Elements

Introduction **247**.05.01
Wall Panels **247**.05.02
Posts **247**.05.03
Beams **247**.05.04
Lightwalls **247**.05.05
Ceiling Panels **247**.05.06
Shelves **247**.05.07
Cabinets & Counters **247**.05.08
Wall Lights **247**.05.09
Light Bars **247**.05.10

06 Section 06: Typical Exhibit Graphics

Introduction **247**.06.01
Exhibit Colors & Materials **247**.06.02
Graphic Hierarchy **247**.06.04
Standard Graphic Signature Overlays **247**.06.06
Sizes of Graphic Overlays **247**.06.07
Background Formats **247**.06.08
Graphics Above 8' **247**.06.10
Corporate Marks in Tradeshows in the United Kingdom **247**.06.90

07 Section 07: Typical Exhibit Costs

Introduction **247**.07.01
Services **247**.07.02
Element Use Costs **247**.07.03
Exhibit Use Costs **247**.07.04

08 Section 08: Exhibit Order Forms

General Guidelines **247**.08.01
Portable Exhibit Order **247**.08.02
New Tradeshow Alert **247**.08.03

History

The GE exhibit program was developed by a team with worldwide experience in planning, designing, and mounting tradeshow exhibits. Composed of specialists from throughout the Company and lead by an exhibit consultant, the team identified activities common to GE businesses that, if standardized, could help reduce costs while enhancing quality.

Using surveys, needs analysis, and in-field studies, the GE exhibit team made observations that resulted in the program objective.

Observations

- The GE name and Monogram are universally recognized.
- At most North American exhibitions, GE is recognized as a leader, and goodwill is high.
- Outside North America, where GE is less known, the GE name and identity need reinforcement.
- Duplicate and redundant exhibit activities among the GE businesses result in unnecessarily high costs Company-wide.
- Separate exhibit programs maintained by each GE business result in fragmentation of the GE image.

Objective

Create a global exhibit program that is

- ***composed of***
  - an exhibit planning process
  - a set of basic, high-quality, interchangeable, and reusable exhibit elements
- ***managed by*** one global supplier to
  - *ensure* high quality and continuity of the GE identity around the world
  - *reduce* operational costs

Features

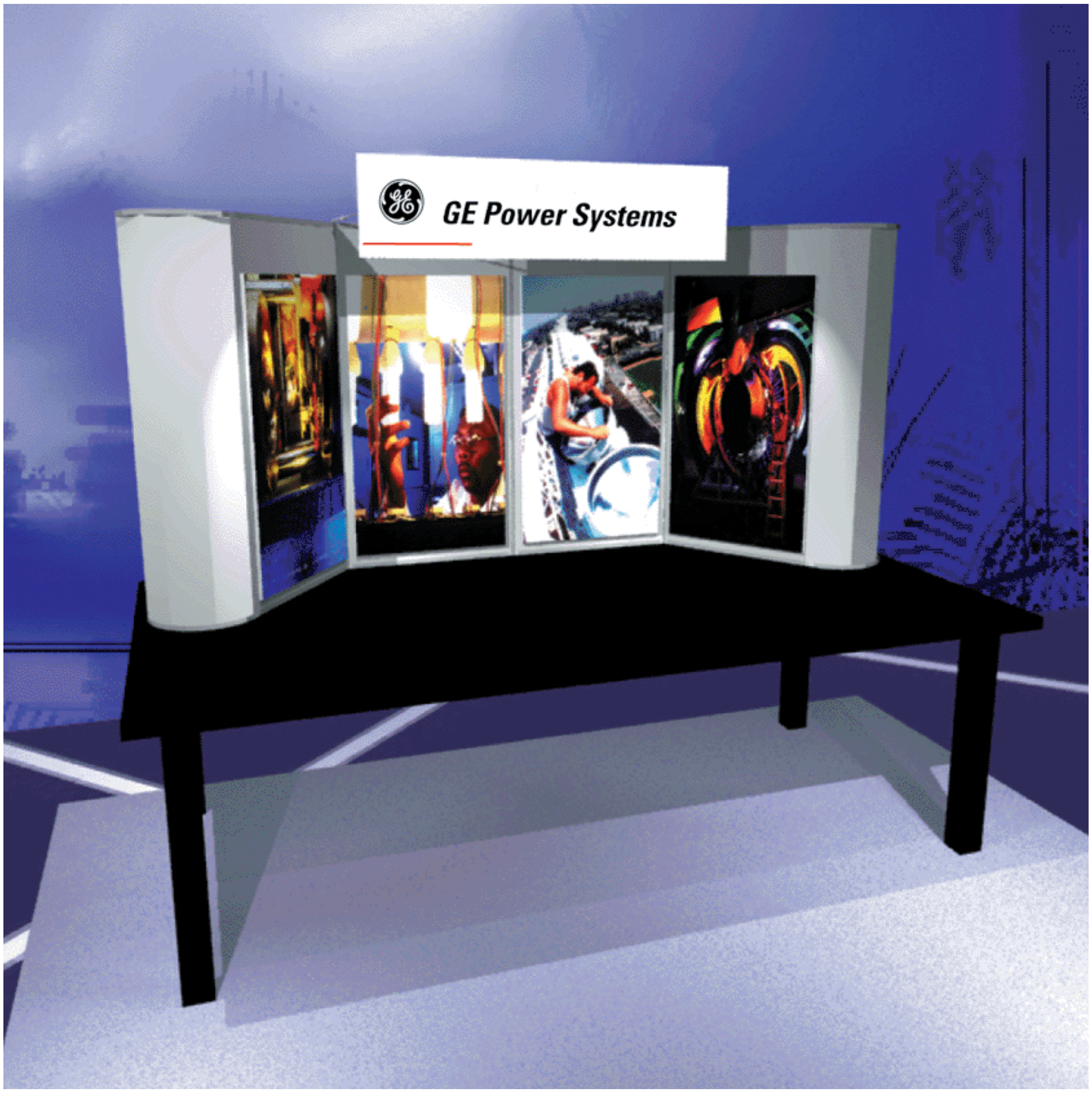
To accomplish the stated objective, the exhibit program provides

- **a detailed planning process,** outlined on pages 02.02 and 02.03 and available as a template in the Company's computer scheduling program, as shown on pages 02.04 to 02.07. This step-by-step process covers all activities required for most tradeshows.

- **a single-source supplier** to ensure quality and control cost (see page 01.07)

- **this guide** to help plan, budget, lay out, and design GE exhibitions (additional copies are available from the GE Identity Website or Hotline)

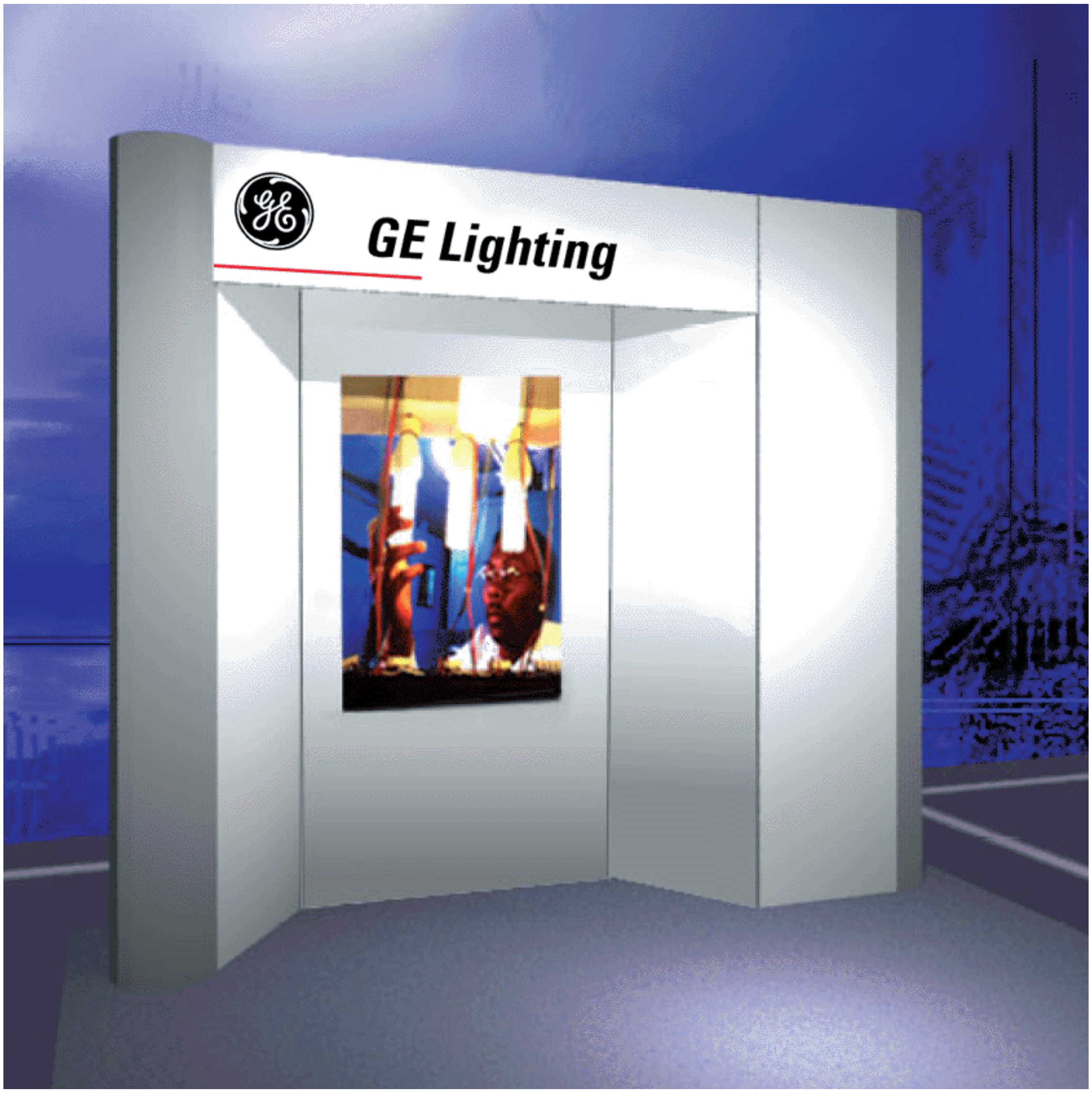
- **a variety of physical elements,** sized to meet the requirements of most tradeshows, as shown in the examples of typical exhibits on pages 01.02 to 01.06 (for more examples, see Section 04: Modular Exhibits)



Tabletop exhibits, shown in the example at the left, are light and easy to carry and set up.

continued

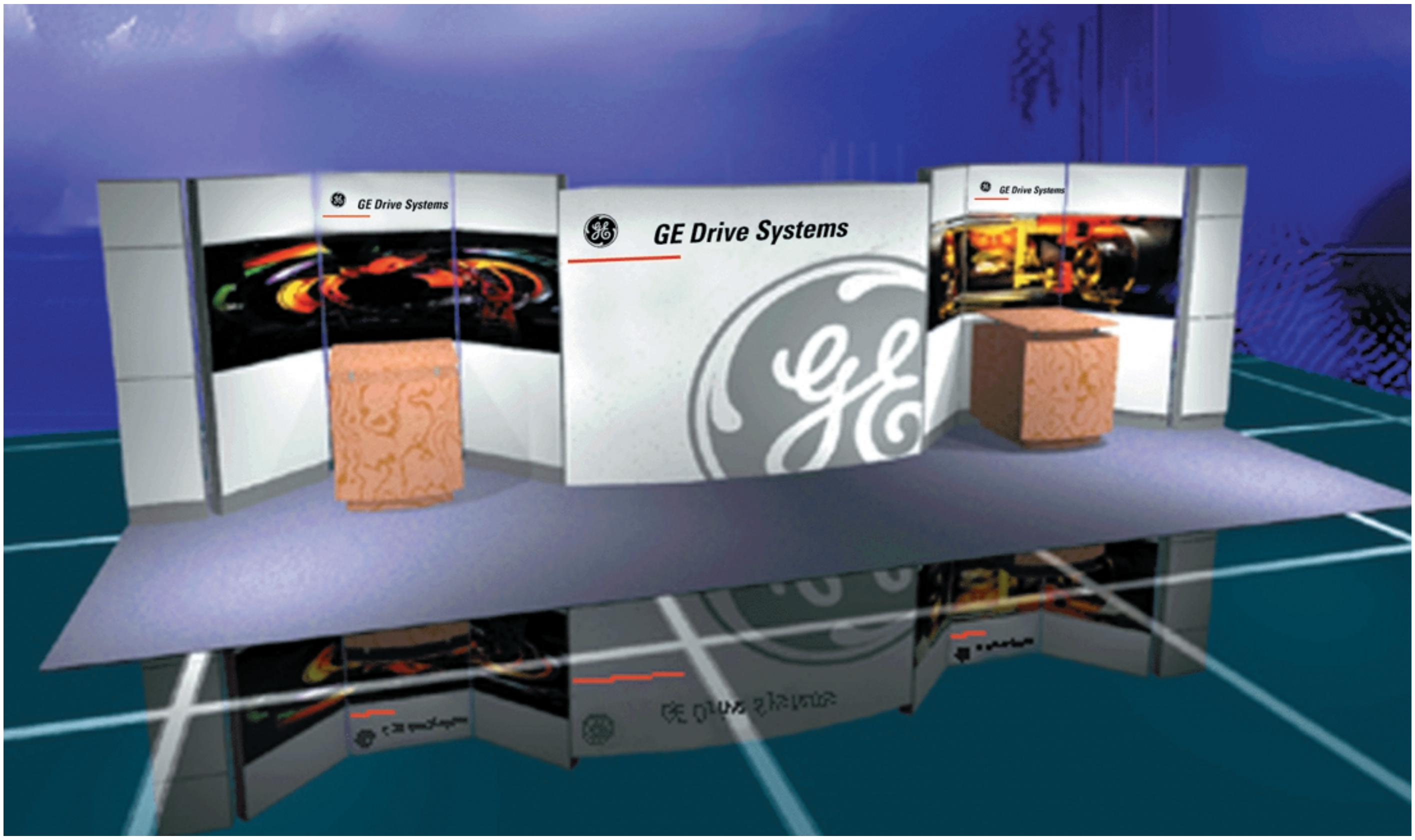
Tabletop exhibit



Portable exhibit

The standing portable exhibit, shown in the example at the left, can be shipped as an overnight package.

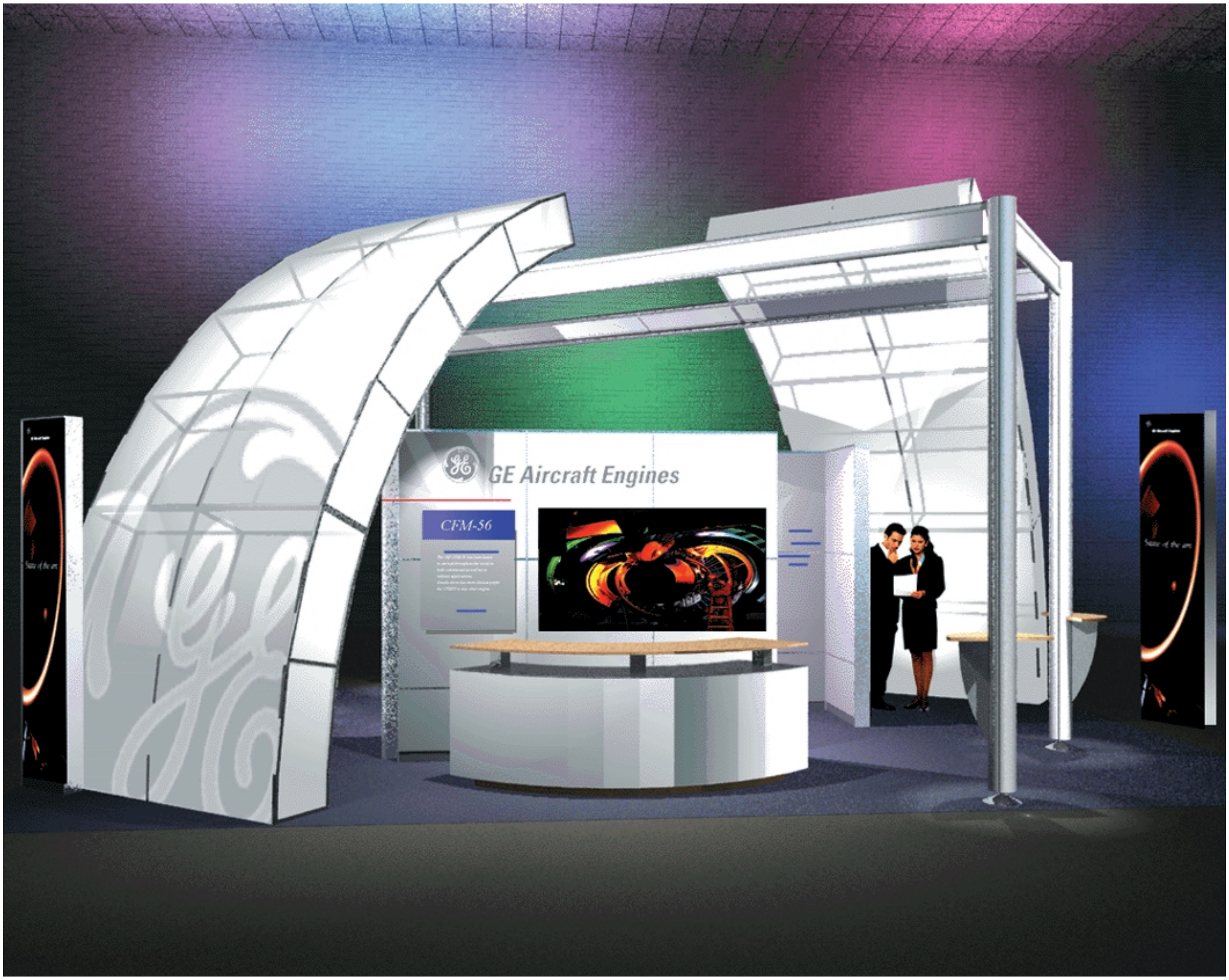
continued



Linear configuration
(also known as an aisle or inline configuration)

Modular exhibits, with walls, cabinets, display surfaces, and overhead post-and-beam structures, isolate and highlight areas while controlling light and sightlines, as shown in the examples above and on pages 01.05 and 01.06

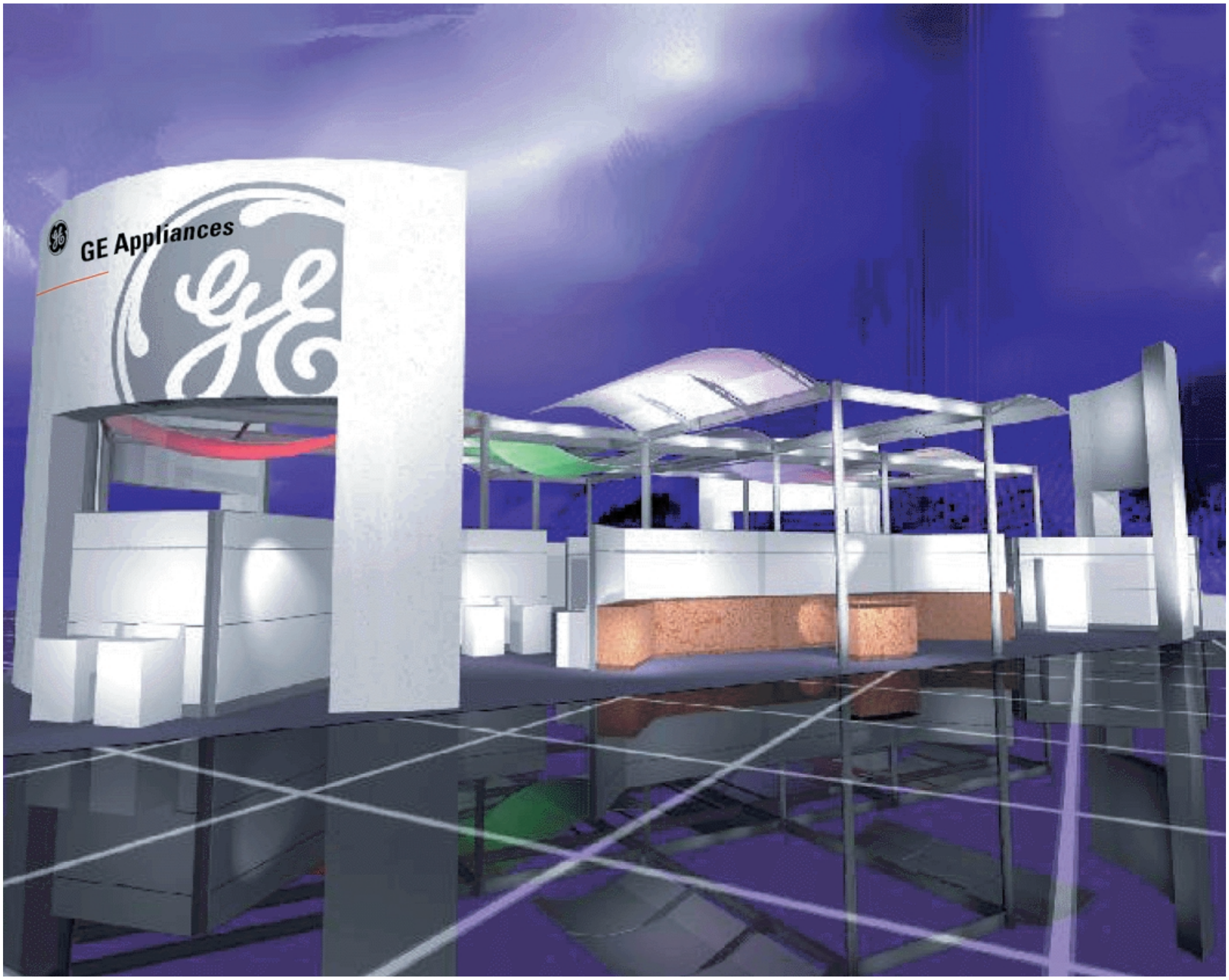
continued



Medium island configuration

Engineered for ease of use and manufactured with high-quality materials, the modular elements permit a variety of exhibit configurations to suit a wide range of budgets.

continued



Large island configuration

Storage, audiovisual, lighting, and special product presentation units are available to adapt the modular exhibits to the particular requirements of each exhibitor.

For assistance in executing a GE exhibit, contact the account manager assigned to your business, shown in the chart on the following page.

Expotechnik has been designated through GE's formal bid process as the single-source supplier for all GE exhibits. With headquarters in Atlanta, Georgia, and Frankfurt, Germany, Expotechnik manages the GE exhibit program throughout the world.

Expotechnik Offices

Atlanta
1300 Northbrook Pkwy., Suite 150
Suwanee, GA 30024
800 989-8277, 770 277-1120
Fax: 770 277-1920

Germany
Aarstraße 176, Taunusstein 1
65232 Germany
49-6128-2690, Fax: 49-6128-21546

Expotechnik Managers

Director, Germany
Peter Soschinski

General Manager, United States
Jim Dock (pager: 888 206-1736)
jdock@expotechnik.com

Operations Manager & Special Projects
John Pomper (pager: 888 206-1756)
jpomper@expotechnik.com

Design Manager
Frank Emde (pager: 888 204-0886)
femde@expotechnik.com

Planning Logistics Manager
Steve McIntire (pager: 888 206-1761)
smcintire@expotechnik.com

Expotechnik Account Managers

Larry Oley (pager: 888 206-1754)
loley@expotechnik.com

LeeAnn Ryan (pager: 888 206-1760)
lryan@expotechnik.com

Rick Schoof (pager: 888 206-1759)
rschoof@expotechnik.com

Eric Snyder (pager: 800 480-3815)
esnyder@expotechnik.com

continued

Note: GE Corporate Marketing Communications oversees the GE exhibit program. To provide feedback on the designated exhibit supplier, contact:

Susan Moyer
GE Corporate Marketing Communications
320 Great Oaks Office Park
Albany, NY 12203
518 869-2818, DC: 232-2818
Fax: 518 869-2808, DC: 232-2808
Susan.Moyer@corporate.ge.com

For assistance in executing a GE exhibit, contact the account manager assigned to your business, shown in the chart at the right and on the following page. Pager numbers for each manager are provided on the preceding page.

Note: If your business is not listed, contact the Atlanta office for assistance:
800 989-8277
770 277-1120
Fax: 770 277-1920

GE Business	Expotechnik Account Manager
GE Aircraft Engines	Rick Schoof or Jim Dock
GE Appliances	Eric Snyder or Steve McIntire
• GE Appliances Retail National Accounts	LeeAnn Ryan
GE Capital Services	LeeAnn Ryan
• Employers Reinsurance	LeeAnn Ryan
• Financial Guaranty Insurance (FGIC)	LeeAnn Ryan
• GE American Communications (Americom)	LeeAnn Ryan
• GE Capital Aircraft / Public Finance	LeeAnn Ryan
• GE Capital Auto Financial Services	LeeAnn Ryan
• GE Capital Aviation Service	LeeAnn Ryan
• GE Capital Commercial Equipment Financing	LeeAnn Ryan
- GE Capital Small Business Finance	LeeAnn Ryan
• GE Capital Commercial Finance	LeeAnn Ryan
• GE Capital Commercial Real Estate Financing	LeeAnn Ryan
• GE Capital Consumer Financial Services	LeeAnn Ryan
• GE Capital Consumer Savings & Insurance	LeeAnn Ryan
- Great Northern Annuity (GNA)	LeeAnn Ryan
- Flood Services	LeeAnn Ryan
- Insurance Services	LeeAnn Ryan
• GE Capital Equity Capital	LeeAnn Ryan
• GE Capital Fleet Services	LeeAnn Ryan
• GE Capital Global Consumer Finance	LeeAnn Ryan
• GE Capital Modular Space	Larry Oley
• GE Capital Mortgage	LeeAnn Ryan
• GE Capital Railcar Services	LeeAnn Ryan
• GE Capital Retailer Financial Services	LeeAnn Ryan
• GE Capital Spacenet Services	LeeAnn Ryan
• GE Capital Structured Finance	LeeAnn Ryan
• GE Capital Technology Management Services	LeeAnn Ryan
- GE Capital Computer Rental Services	LeeAnn Ryan
• GE Capital Transport International Pool (TIP)	LeeAnn Ryan
• GE Capital Vendor Financial Services	LeeAnn Ryan
• Genstar Container	Rick Schoof
• Penske Truck Leasing	LeeAnn Ryan
• Union Fidelity Insurance	LeeAnn Ryan
GE Corporate	LeeAnn Ryan
• GE Automotive	Rick Schoof or Jim Dock
• GE Business Information Center	LeeAnn Ryan
• GE Corporate Research & Development	LeeAnn Ryan
• GE Investments	LeeAnn Ryan
• GE University Recruiting	LeeAnn Ryan
GE Electrical Distribution & Control	Rick Schoof
• GE Power Delivery	Rick Schoof
GE Information Services	Rick Schoof

continued

GE Business	Expotechnik Account Manager
GE Lighting	Rick Schoof
• GE Lighting Systems	Rick Schoof
• GE Quartz	Rick Schoof
• GE Wiring Devices & Specialty Products	Rick Schoof
GE Medical Systems	Larry Oley
GE Motors & Industrial Systems	Rick Schoof
• GE Fanuc Automation	Larry Oley
GE Plastics	Rick Schoof or Jim Dock
• GE Electromaterials	Rick Schoof
• GE Petrochemicals	Rick Schoof
• GE Silicones	Rick Schoof
• GE Specialty Chemicals	Rick Schoof
• GE Structured Products	Rick Schoof
• GE Superabrasives	Rick Schoof
• Polymerland	Rick Schoof
GE Power Systems	Larry Oley
• GE Environmental Services	LeeAnn Ryan
• GE Global Power Generation Services	Larry Oley
• GE Nuclear Energy	Rick Schoof
• GE Power Systems Energy Consulting	Larry Oley
• Nuovo Pignone	Larry Oley
GE Supply	Rick Schoof
GE Transportation Systems	Larry Oley
NBC	Rick Schoof

banner graphics
a custom graphic element hung from a *beam* or placed between *posts*, used to display graphics such as the GE identity elements (for example, the graphic signature and the Dynamic Monogram) in a large format

beam
the extruded aluminum horizontal member used to connect *posts* and form the framework to affix *ceiling panels, light fixtures,* and graphics, available in six lengths: 2m, 3m, 4m, 5m, 6m, and 7m

cantilever ceiling arm
the aluminum element that projects from a *post* or *beam* to support a *ceiling panel,* used when the panel is connected on only one side

ceiling panel
the module of translucent white cloth used with *posts* and *beams* to control exhibit lighting while making the exhibit attractive and inviting, available flat or arced in a variety of sizes up to 3m x 3m

connector
the cast aluminum piece used to join

- *wall frames* to each other and to *posts* and *beams*
- posts and beams to each other

(See also *flexible connector* and *90° connector*.)

cross-aisle exhibit
a configuration using two aisle spaces directly across from one another

door panel
the module having the same dimensions as and used in place of a *wall panel* to provide access to storage areas or privacy in conference rooms

double-deck exhibit
a configuration with a second level having at least one set of stairs, which—for tradeshows held in the United States and thus subject to the Americans with Disabilities Act—requires either

- a wheelchair-accessible ramp or elevator
- the provision of all second-level activities also on the first level

element use cost
the rental fee for an individual exhibit element in a single tradeshow

end cover
the finishing piece used on the exposed side or top of a *wall panel* to hide, for example, electrical wires and electronic cables

exhibit use cost
the total rental fee for all the elements used in a single tradeshow

flexible connector
the cast aluminum piece used to join two *wall panels* at an angle greater than 90°

foundation rail
the extruded aluminum piece, 4" in height, used at the bottom of a *wall panel* to provide stability (Note: A foundation rail is included in the wall panel *element use cost.*)

graphic rail
the extruded aluminum piece used with a *wall panel* to hold a light box, text, photograph, product, or specialized panel

header
the top 14" of a *wall panel* or the module used at the top of custom-height walls built from *individual wall panels,* used to display, for example, the graphic signature, available in two standard colors: light grey and white
(For approximations of the standard colors and recommended custom colors, see Section 06: Typical Exhibit Graphics, “Exhibit Colors & Materials,” page 06.02.)

continued

individual wall panel
the module used to create a custom-height wall, available in sizes with the same width as either the full *wall panel* (39”) or the half-wide wall panel (19”), but only one section in height (39”) and capable of being assembled up to four panels high using *connectors*
(Note: *Foundation rails* and *end covers* can be attached to individual wall panels.)

island exhibit
a configuration providing access from all sides, which generally affords greater height and accessibility than *linear exhibits* but is not always permitted by tradeshow management

light fixture
any of the sources of artificial illumination, including
- **the two basic sources:**
  - the **light bar,** attached to a *beam,* containing a series of low-voltage lamps, either
    - · downlights to provide general illumination
    - · tracklights to highlight products or graphics

    available in two sizes: 2m or 3m
  - the **wall light,** attached to a *wall panel,* containing a low-voltage lamp to light a product or graphics on walls, available in lengths from 18" to 42"
- **the two special-use sources:**
  - the spot special
  - the directional halogen lamp

lightwall
an internally illuminated curved structure with a translucent white surface used in addition to or in place of *wall panels* to
- provide lighting
- make the exhibit attractive and inviting
- provide a pleasing contrast between the curved surface of the lightwall and the right-angle structure of the modular exhibit elements
- display the GE identity elements such as the graphic signature and Dynamic Monogram in a large format

linear exhibit (also **aisle exhibit** or **inline exhibit**)
a configuration defined by an aisle on one side and other exhibits or walls on three sides

modular exhibit element
any of the lightweight, interchangeable, reusable and easy-to-assemble parts that form the physical basis of the GE exhibit program

90˚ connector
a cast aluminum piece that joins *wall panels* at right angles; specifically, a
- **2-way connector** attaches two wall panels
- **3-way connector** attaches three wall panels
- **4-way connector** attaches four wall panels

overlay
a surface attached directly to a *wall panel* or *lightwall* to display color and graphics; specifically, a
- **graphic signature overlay** displays a graphic signature on a *header* and is available in three standard widths, each 14" in height: 1m, 2m, and 3m
- **Dynamic Monogram overlay** displays the Dynamic Monogram
- **graphic overlay** displays custom graphics such as headlines, text, and photographs or illustrations

panel skin
the surface element used with a *wall frame* and a *foundation rail* to make up a *wall panel,* available in two standard colors: light grey and white
(For an approximation of these colors, see Section 06: Typical Exhibit Graphics, “Exhibit Colors & Materials,” page 06.02.)
(Note: A standard-color panel skin is included in a wall panel *element use cost.*)

peninsula exhibit
a configuration defined by another exhibit on one side and aisles on three sides

portable exhibit
a configuration, typically no longer than 10', that either
- stands on the floor (the standing exhibit)
- sits on a table (the tabletop exhibit)

and can be easily carried and set up by one person and checked as airplane luggage or shipped as an overnight package
(For examples, see Section 03: Portable Exhibits.)

post
the extruded aluminum vertical member used to support *beams, ceiling panels,* and *light fixtures,* available in five heights: 2.4m, 3m, 4m, 5m, and 6m

continued

road box with tools

the implements required to set up and dismantle an exhibit
(Note: A road box with tools is not included in an *exhibit use cost.*)

shelf

any of the aluminum modules used to support and display three-dimensional objects such as products or literature, including:

- the **lead shelf,** with a flat back edge and a curved front edge, 39"x 8" (at the widest point of the curve), that attaches to a *wall panel*
- the **post shelf,** shaped like a quarter-circle with two flat edges at a right angle and a curved front edge, 30"x 18½", that attaches to a *post*
- the **post double shelf,** like the post shelf but with two shelves, which can be used to hold a card reader

T-foot base

the stabilizing element attached to the bottom of a wall composed of three or more *wall panels* with none connected at a 90° angle, which extends in both directions perpendicular to the panel

tradeshow services

any of the services and supplies required to set up, operate, maintain, and dismantle an exhibit at a tradeshow: for example, setup and dismantle laborers, security guards, cleaning service, and drapers; and fabric, audiovisual equipment, flowers, beverages, water, and electricity
(Note: Tradeshow services are not included in an *exhibit use cost.* The designated exhibit supplier can estimate the cost of the services required for a specific tradeshow and provide the services at cost.)

use cost

rental fee
(See *element use cost* and *exhibit use cost.*)
(Note: Custom elements, graphics, and tradeshow services are not included in a use cost.)

wall frame

the extruded aluminum member, 3" thick,

- used with
  - a *panel skin* and a *foundation rail* to make up a *wall panel* (Note: A standard-finish wall frame is included in a wall panel *element use cost.*)
  - a *connector* to join wall frames to each other and to *posts* and *beams*
- available in
  - three standard sizes: 39"x 96", 39"x 82", and 19"x 96"
  - two standard finishes: Platinum Grey or white

wall panel

the primary exhibit module,

- composed of a *wall frame*, *panel skin,* and *foundation rail*
- used to define the physical parameters of the exhibit and to display graphics
- available in two standard sizes:
  - 39"x 96" (full wall panel)
  - 19"x 96" (half-wide wall panel)

(Note: A foundation rail and standard-color panel skin are included in a wall panel *element use cost.*)

wall-to-cabinet connector

the element used to attach a *wall panel* to a storage unit, providing additional stability

wall-to-post connector

the element used to attach a *wall panel* to a *post*

GE's most frequent exhibitors participated in a process-mapping session to produce the ideas contained in this section. Use these ideas as a process framework, modifying them as necessary to suit the exhibit needs of your business.

Project Scheduling

Establishing a schedule at the start of an exhibit project—and adhering to its deadlines—is one of the best ways to control exhibit costs.

The steps required to plan, design, and mount a large tradeshow exhibit are detailed in the Project Scheduling Outline on pages 02.02 to 02.03. Collectively, the steps comprise a comprehensive project schedule, accounting for all the details required to develop an exhibit within a specific budget and deadline.

The development of small exhibits follows the same general set of steps, but some steps may be combined or omitted, as needed.

Note: For the convenience of personal computer users, this stepped process is available as a template in the Company's project scheduling computer program. For more information, contact the exhibit supplier account manager assigned to your business (see page 01.08).

Working with the exhibit supplier account manager assigned to your business (see page 01.08), use the outline and sample in this section (pages 02.02 to 02.07) to determine the deadline dates for each task required in your exhibit.

Budgeting

Once your overall tradeshow budget is established, you may use either of two methods to estimate the cost of a particular exhibit:

- **Get help**
- **Do it yourself**

These budgeting methods are described on page 02.10.

The project scheduling outline at the right and on page 02.03 contains all the steps required to produce an exhibit for a large tradeshow. For smaller exhibits, some steps may be combined or omitted, as required.

I. Annual Exhibit Plan
- A. Define objectives and identify tradeshows
- B. Review message and develop message matrix
- C. Make staff assignments for each tradeshow

II. Budget Review
- A. Review floor space needs and choices and reserve
- B. Establish annual tradeshow budget
- C. Review facilities needs for accommodations, events, off-site demos, and other activities
- D. Review special needs for off-site events and promotions
- E. Set budget for each tradeshow

III. Internal Communications Plan
- A. Define strategy to implement tradeshow plans
- B. Plan periodic updates of goals, tasks, deadlines, and logistics by all involved, including exhibit supplier

IV. Pre-Tradeshow Launch Meetings
- A. Review chosen space and its relationship to competitors on tradeshow floor
- B. State objectives and purpose of tradeshow (for example, to generate leads, to enhance image)
- C. Define measurement—who, what, how to implement
- D. Analyze competitors
- E. Prepare pre-tradeshow plan—state objectives, themes, product emphasis
- F. Debrief from last year's tradeshow, including review of exhibit surveys
- G. Identify booth team members, captains, and assistants and outline responsibilities
- H. Develop communications plan, including related MarComm activities
- I. Develop initial plan for tradeshow literature, give-aways, and promotions
- J. Plan tradeshow-related customer events
- K. Define advertising opportunities
- L. Book accommodations and area restaurants

V. Project Planning with Exhibit Supplier
- A. Create and communicate detailed project plan, including timing and accountability
- B. Meet with exhibit supplier to review strategies, scope, special needs, and so on

VI. Booth Design: Phase A
- A. Develop booth concept
- B. GE reviews concept with exhibit supplier for design layout options
- C. Exhibit supplier prepares cost estimate
- D. GE evaluates design against objectives and provides comments

VII. Lead Planning
- A. Determine lead capture mechanism
- B. Formalize lead follow-up—who and how

VIII. Booth Design: Phase B
- A. Develop design based on GE's comments in Phase A
- B. Detail custom elements, if required
- C. Define scope of graphics
- D. Review overall costs
- E. GE evaluates design against objectives and provides comments

IX. Booth Design: Phase C / Graphics: Phase A
- A. Develop design based on GE's comments in Phase B
- B. Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings
- C. Review any custom elements
- D. Prepare preliminary layouts for all graphics

X. Parts and Content Gathering
- A. Gather content internally for final graphics production
- B. Gather products internally from GE or OEMs
- C. Arrange delivery to exhibit supplier for mounting

continued

XI. Live Show and Presenters

- A. Develop themes and write scripts
- B. Revise and approve scripts
- C. Audition and select actors
- D. Develop stage production and select props
- E. Conduct rehearsals

XII. Graphics: Phase B

- A. Develop detailed comprehensives of graphics
- B. Change and update graphics based on GE's review
- C. Approve final graphics

XIII. Public Relations and Pre-Tradeshow Publicity

- A. Define scope
- B. Identify target audience
- C. Review tasks and logistics for pre-tradeshow publicity, press kits, photography, invitations, and conferences
- D. Design, print, and assemble packages and distribute, as required

XIV. Tradeshow Services

- A. Define scope
- B. Review logistics and define responsibilities
- C. Obtain bids for installation/dismantle, shipping, and other miscellaneous services, as needed
- D. Contract services

XV. Exhibit Survey Preparation

- A. Define goals for tradeshow survey from exhibit surveys
- B. Prepare information for independent performance survey of exhibit supplier and outside services
- C. Contract services with independent survey firm

XVI. Final Team Strategy Meeting

Attended by internal GE team and exhibit supplier design and project managers

- A. Review and confirm all logistical details—responsibilities for tradeshow services, labor, transportation, drayage, phone numbers, accommodations, dates, audiovisual, electricity, and so on
- B. Provide booth staff schedules and training (outside host/hostesses, presenters, and so on)
- C. Select booth duty team
- D. Distribute and discuss final schedules

XVII. Staff Training

- A. Schedule time and place to train all staff at tradeshow and prepare training packets
- B. Review training at end of first day
- C. Review responsibilities
- D. Conduct dress rehearsals

XVIII. Tradeshow

- A. Debrief daily
- B. Conduct special programs and events, if any
- C. Gather and manage leads

XIX. Dismantle and Ship

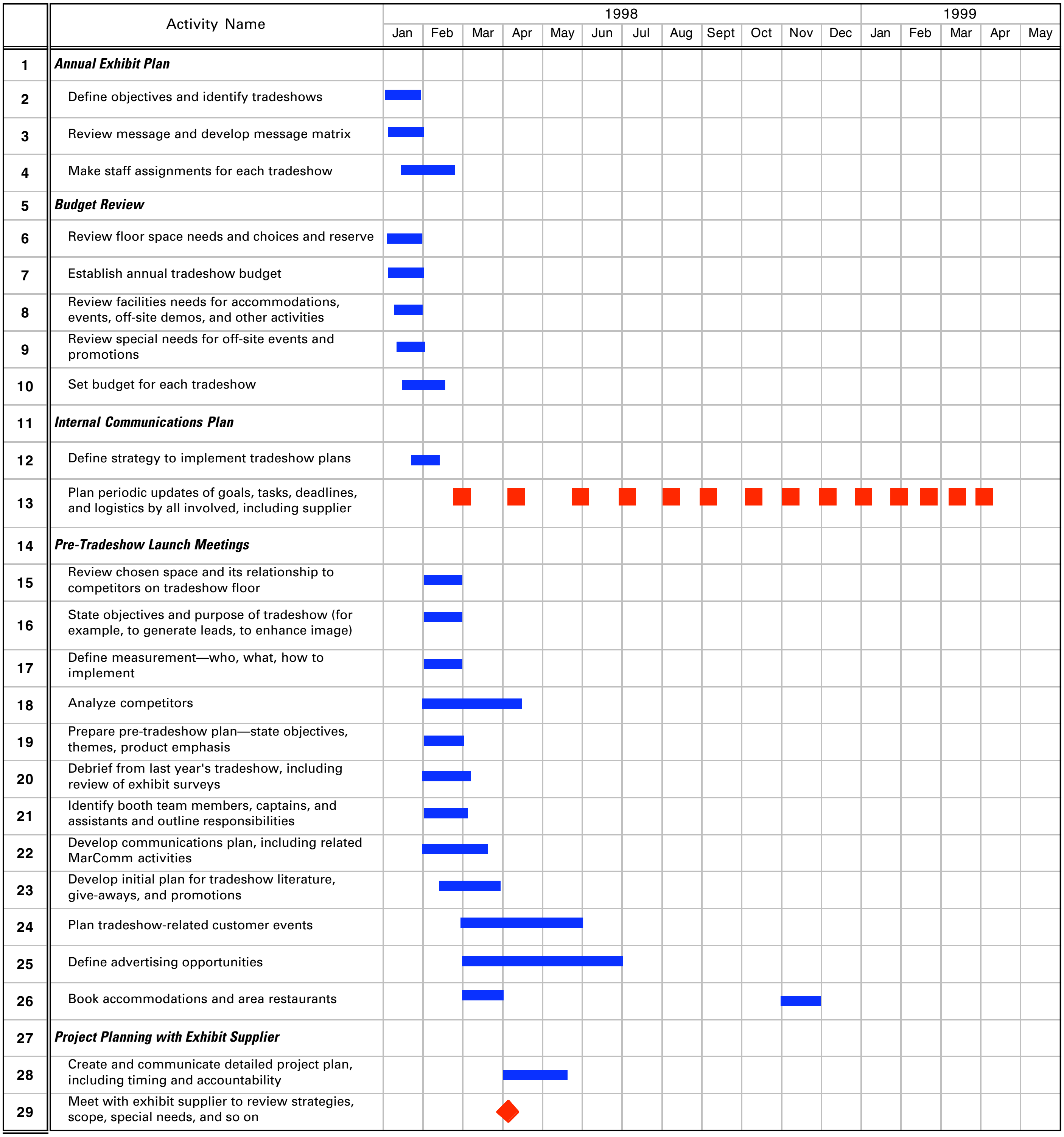
- A. Exhibit supplier ships to storage or next tradeshow
- B. Confirm return of any materials to GE

XX. Post-Tradeshow Lead Management

- A. Organize and distribute leads
- B. Enter leads into database
- C. Prepare lead reports

XXI. Post-Tradeshow Review

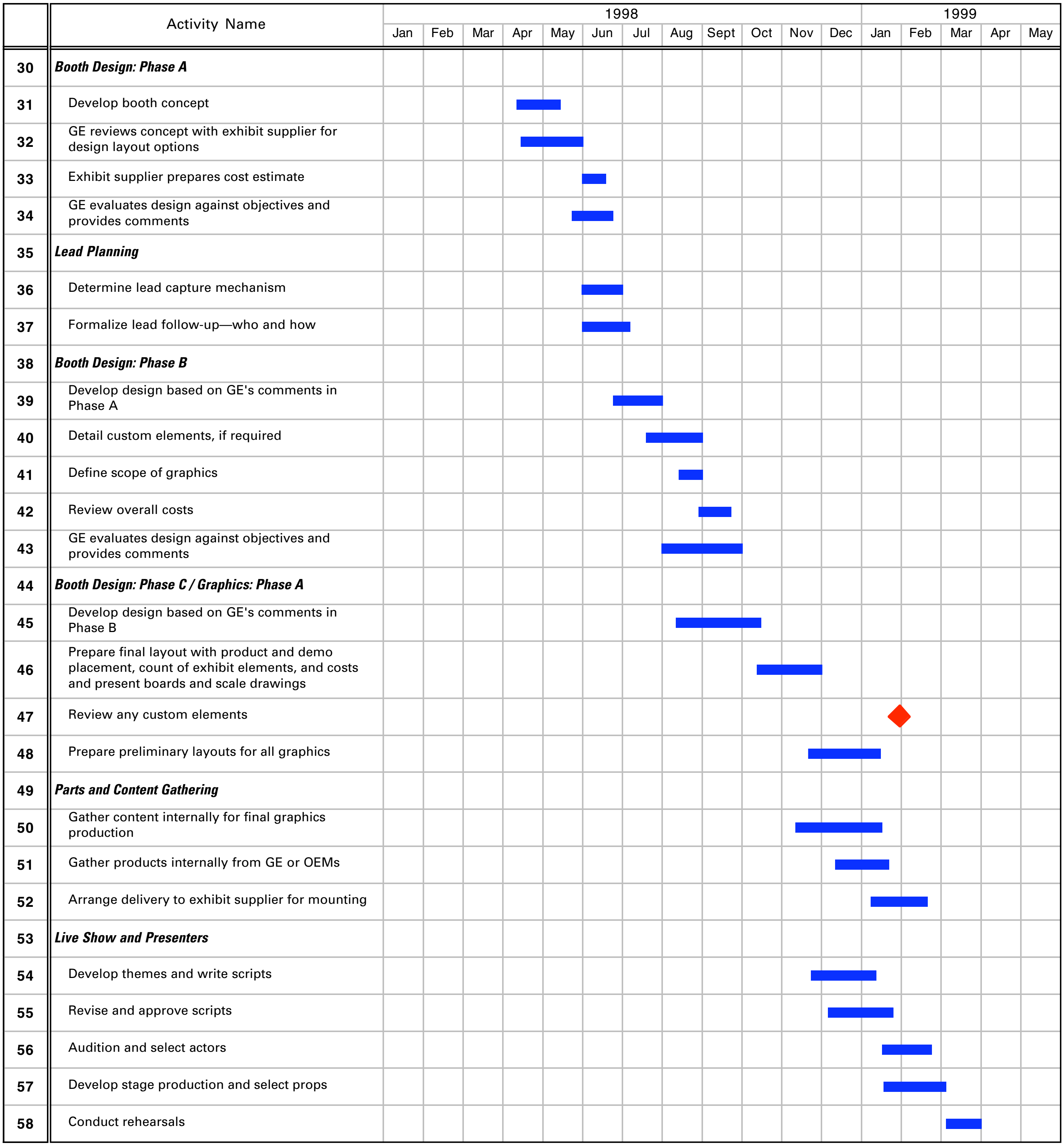
- A. Review objectives met or missed and discuss reasons
- B. Review performance surveys for exhibit supplier
- C. Write post-tradeshow report based on
    - objectives and results
    - competition
    - action items for next tradeshow



	Activity Name
1	***Annual Exhibit Plan***
2	Define objectives and identify tradeshows
3	Review message and develop message matrix
4	Make staff assignments for each tradeshow
5	***Budget Review***
6	Review floor space needs and choices and reserve
7	Establish annual tradeshow budget
8	Review facilities needs for accommodations, events, off-site demos, and other activities
9	Review special needs for off-site events and promotions
10	Set budget for each tradeshow
11	***Internal Communications Plan***
12	Define strategy to implement tradeshow plans
13	Plan periodic updates of goals, tasks, deadlines, and logistics by all involved, including supplier
14	***Pre-Tradeshow Launch Meetings***
15	Review chosen space and its relationship to competitors on tradeshow floor
16	State objectives and purpose of tradeshow (for example, to generate leads, to enhance image)
17	Define measurement—who, what, how to implement
18	Analyze competitors
19	Prepare pre-tradeshow plan—state objectives, themes, product emphasis
20	Debrief from last year's tradeshow, including review of exhibit surveys
21	Identify booth team members, captains, and assistants and outline responsibilities
22	Develop communications plan, including related MarComm activities
23	Develop initial plan for tradeshow literature, give-aways, and promotions
24	Plan tradeshow-related customer events
25	Define advertising opportunities
26	Book accommodations and area restaurants
27	***Project Planning with Exhibit Supplier***
28	Create and communicate detailed project plan, including timing and accountability
29	Meet with exhibit supplier to review strategies, scope, special needs, and so on

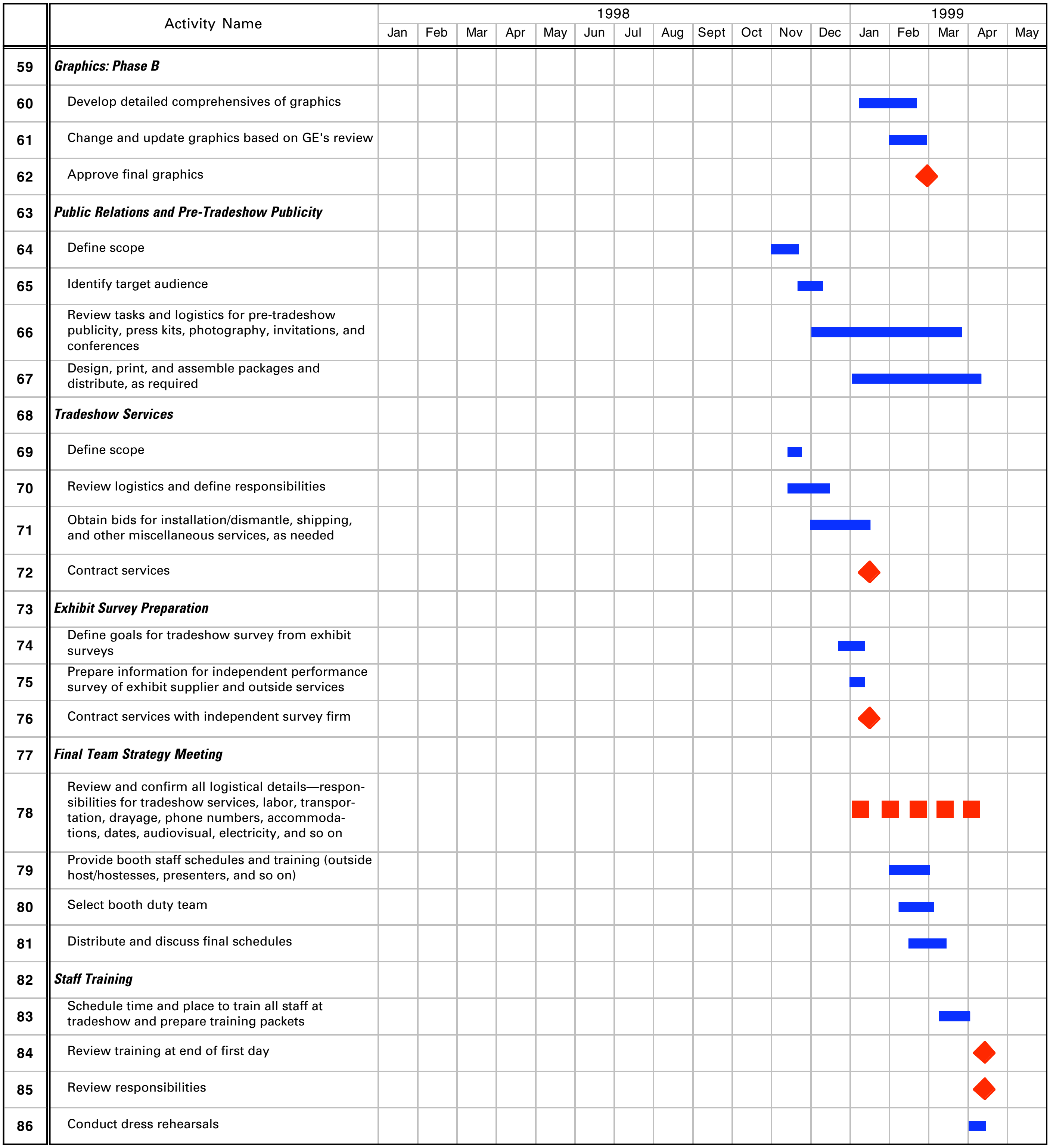
The sample project schedule shown above and on pages 02.05 to 02.07 is based on the Project Scheduling Outline on pages 02.02 and 02.03. It was prepared using the template available in the Company's computer scheduling program.

continued



	Activity Name
30	***Booth Design: Phase A***
31	Develop booth concept
32	GE reviews concept with exhibit supplier for design layout options
33	Exhibit supplier prepares cost estimate
34	GE evaluates design against objectives and provides comments
35	***Lead Planning***
36	Determine lead capture mechanism
37	Formalize lead follow-up—who and how
38	***Booth Design: Phase B***
39	Develop design based on GE's comments in Phase A
40	Detail custom elements, if required
41	Define scope of graphics
42	Review overall costs
43	GE evaluates design against objectives and provides comments
44	***Booth Design: Phase C / Graphics: Phase A***
45	Develop design based on GE's comments in Phase B
46	Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings
47	Review any custom elements
48	Prepare preliminary layouts for all graphics
49	***Parts and Content Gathering***
50	Gather content internally for final graphics production
51	Gather products internally from GE or OEMs
52	Arrange delivery to exhibit supplier for mounting
53	***Live Show and Presenters***
54	Develop themes and write scripts
55	Revise and approve scripts
56	Audition and select actors
57	Develop stage production and select props
58	Conduct rehearsals

continued



	Activity Name	1998												1999				
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
59	***Graphics: Phase B***																	
60	Develop detailed comprehensives of graphics													■	■			
61	Change and update graphics based on GE's review														■			
62	Approve final graphics														◆			
63	***Public Relations and Pre-Tradeshow Publicity***																	
64	Define scope											■						
65	Identify target audience											■	■					
66	Review tasks and logistics for pre-tradeshow publicity, press kits, photography, invitations, and conferences												■	■	■	■		
67	Design, print, and assemble packages and distribute, as required													■	■	■	■	
68	***Tradeshow Services***																	
69	Define scope											■						
70	Review logistics and define responsibilities											■	■					
71	Obtain bids for installation/dismantle, shipping, and other miscellaneous services, as needed												■	■				
72	Contract services													◆				
73	***Exhibit Survey Preparation***																	
74	Define goals for tradeshow survey from exhibit surveys												■	■				
75	Prepare information for independent performance survey of exhibit supplier and outside services													■				
76	Contract services with independent survey firm													◆				
77	***Final Team Strategy Meeting***																	
78	Review and confirm all logistical details—responsibilities for tradeshow services, labor, transportation, drayage, phone numbers, accommodations, dates, audiovisual, electricity, and so on													■	■ ■	■	■	
79	Provide booth staff schedules and training (outside host/hostesses, presenters, and so on)														■			
80	Select booth duty team														■	■		
81	Distribute and discuss final schedules														■	■		
82	***Staff Training***																	
83	Schedule time and place to train all staff at tradeshow and prepare training packets															■		
84	Review training at end of first day																◆	
85	Review responsibilities																◆	
86	Conduct dress rehearsals																■	

continued

	Activity Name	1998												1999				
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
87	***Tradeshow***																●	
88	Debrief daily																■	
89	Conduct special programs and events, if any																■	
90	Gather and manage leads																■	
91	***Dismantle and Ship***																	
92	Exhibit supplier ships to storage or next tradeshow																■	
93	Confirm return of any materials to GE																■	■
94	***Post-Tradeshow Lead Management***																	
95	Organize and distribute leads																■	■
96	Enter leads into database																■	■
97	Prepare lead reports																	■
98	***Post-Tradeshow Review***																	
99	Review objectives met or missed and discuss reasons																■	■
100	Review performance surveys for exhibit supplier																	■
101	Write post-tradeshow report based on:																	■
102	- objectives and results																	
103	- competition																	
104	- action items for next tradeshow																	

Once your overall tradeshow budget is established, use one of the methods at the right to determine the budget for a specific tradeshow exhibit.

Budgeting Method A: Get Help

- **Provide the following items** to your exhibit supplier account manager:
  - a project schedule, completed to the best of your knowledge
  - an overall tradeshow budget
  - objectives for exhibiting at the tradeshow
  - tradeshow rules and regulations
- **Contact your exhibit supplier account manager** to review your needs, expectations, and limitations.
- **The exhibit supplier provides you** with design and cost options to meet your criteria.
- **Determine** which option best suits your needs.
- **The exhibit supplier confirms** all costs for your final approval. (Note: The exhibit supplier will obtain your approval for any cost changes or additions before implementing them.)

Budgeting Method B: Do It Yourself

- **Review the examples of exhibit configurations** to determine which combination of exhibit elements best meets your needs (see Section 04: Modular Exhibits).
- **Determine a baseline cost** for the desired configuration or elements (see Section 07: Typical Exhibit Costs)
- **Contact** your exhibit supplier account manager for an estimate of additional costs, such as shipping and labor.
- **The exhibit supplier confirms** all costs for your final approval. (Note: The exhibit supplier will obtain your approval for any cost changes or additions before implementing them.)

Note: Timing is the key factor in controlling budgets and avoiding cost overruns. The time frames shown in the sample project schedule on pages 02.04 to 02.07 are guides for scheduling the required steps. If the time frames established in the project schedule for a specific exhibit are condensed or step deadlines missed, rush charges will be incurred.

The GE exhibit program includes two lightweight portable exhibits:

- the standing exhibit shown on page 03.03
- the tabletop exhibit shown on page 03.04

Both portable exhibits

- possess some degree of flexibility in their graphic and display configurations (For example, for an additional fee, shelves or a counter may be added.)
- are easy for one person to carry, set up, and take down
- can be checked as airplane luggage or shipped as an overnight package

The rental fee for either portable exhibit is $350.

Included in the portable exhibit rental fee are the following services:

- Storing, maintaining, and inventorying the standard portable exhibits

- Supervising the project, including
  - communicating with the client
  - coordinating graphic production (Note: Graphic design, layout, and production are additional services, as noted below)
  - preparing tradeshow order forms
  - ordering (prepaying, if required) and coordinating tradeshow services
  - receiving and forwarding to the tradeshow all materials provided by the client: for example, graphics and literature
  - arranging shipping, including
    · booking the shipper
    · preparing and packing the unit for shipment
    · loading the unit into the shipper's truck
    · unloading the unit returned from a tradeshow, inspecting for damage, and completing minor refurbishment and repair as required
  - ordering on-site labor, if required

- Itemizing all tradeshow services, provided by both the exhibit supplier and its subcontractors, on the invoice

- Storing each portable exhibit

Included in the portable exhibit rental fee are the following items:

- A detailed shipping list
- Setup instructions

Available at extra cost are the following services and items:

- Graphic design, layout, and production (For rates, see "Additional Services," Section 07: Typical Exhibit Costs, page 07.02)
- Tradeshow services and on-site labor
- Shipping fees
- Furniture and carpet rental fees (see Section 07: Typical Exhibit Costs, "Element Use Costs," page 07.03.)

For more information on the portable exhibits, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, "Exhibit Supplier Contacts," page 01.08).

To order a portable exhibit, complete the form in Section 08: Exhibit Order Forms, "Portable Exhibit Order," page 08.02, and fax it to the exhibit supplier account manager assigned to your business (see page 01.08).

continued

Note on graphics in all portable exhibits:

Each business
*• **may rent** graphic signature overlays at an additional charge*
*• **must purchase and own** any graphic elements specific to it (for example, headlines and text) and may store these graphic materials with the exhibit supplier at an additional charge (See "Additional Services," Section 07: Typical Exhibit Costs, page 07.02.)*

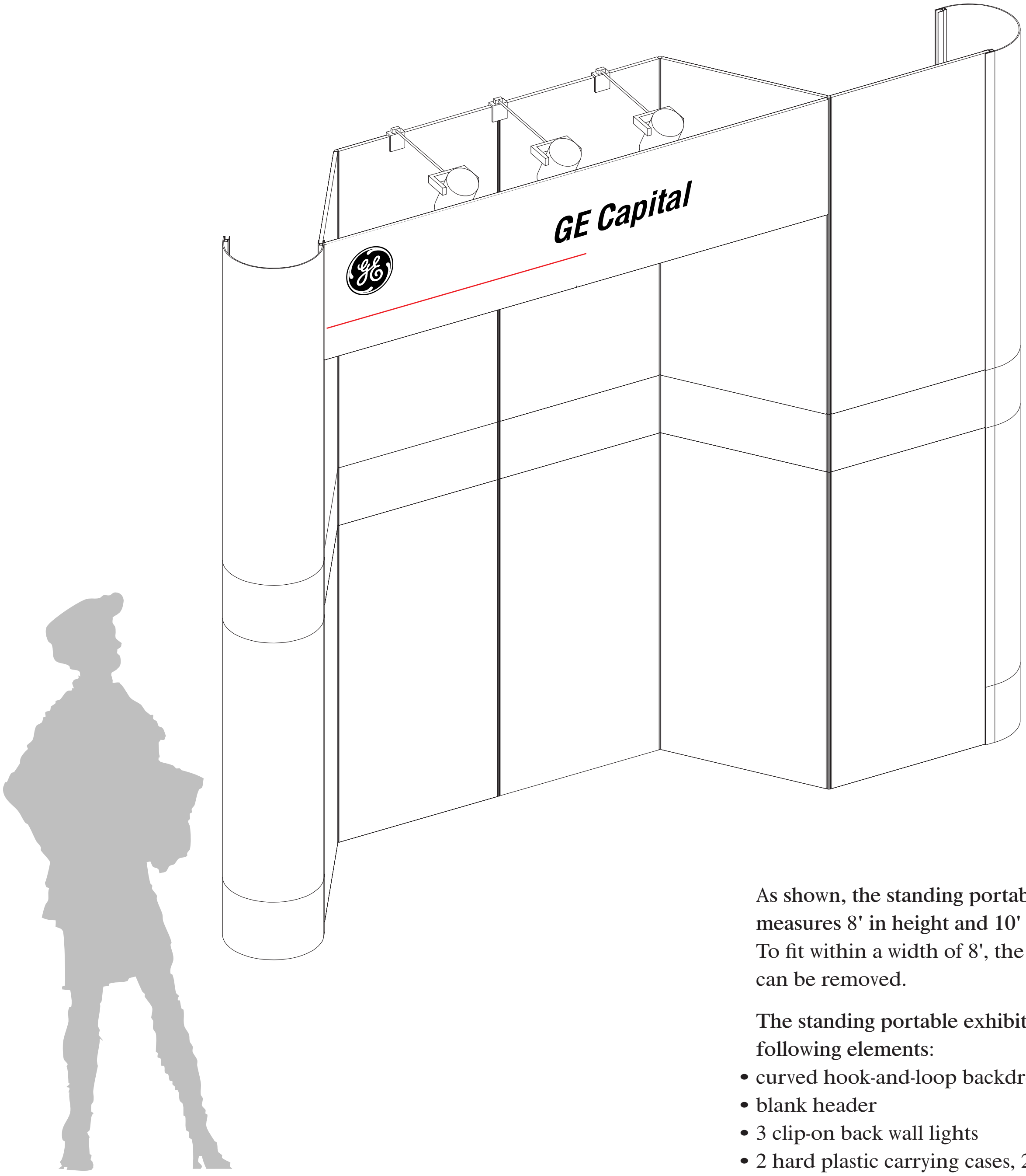
Managing Portable Exhibits Owned by GE Businesses

For any GE business that wishes to continue using a portable exhibit it owns, the exhibit supplier can manage and store the portable unit for a fee of $250 per tradeshow.

Included in this fee are the same services and items provided for the standard portable exhibits, as noted on page 03.01, except
- the repair of damage and replacement of worn parts is not included in the fee
- setup instructions provided by the exhibit owner, if any, will accompany the exhibit

Available at extra cost are the following services and items (For rates, see “Additional Services,” Section 07: Typical Exhibit Costs, page 07.02):
- Graphic design, layout, and production
- Repair of damage incurred at tradeshow site
- Replacement of worn parts
- Tradeshow services and on-site labor
- Shipping fees
- Furniture and carpet rental fees

(See Section 07: Typical Exhibit Costs, “Element Use Costs,” page 07.03.)



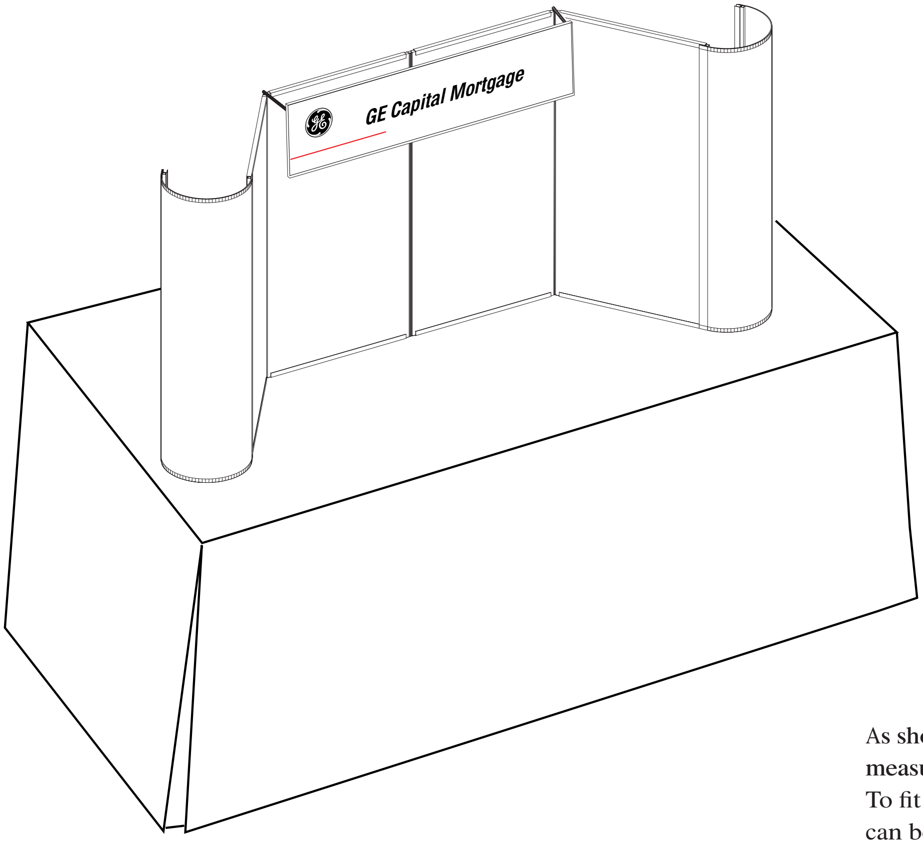
As shown, the standing portable exhibit measures 8' in height and 10' in width. To fit within a width of 8', the curved end panels can be removed.

The standing portable exhibit includes the following elements:

- curved hook-and-loop backdrop, 10' x 8'
- blank header
- 3 clip-on back wall lights
- 2 hard plastic carrying cases, 2' x 3'6"

A graphic signature overlay applied to the blank header is available at an additional cost.

Tabletop Exhibit



As shown, the tabletop portable exhibit measures 3'6" in height and 8' in width. To fit on a smaller table, the curved end panels can be removed.

The tabletop portable exhibit includes the following elements:

- curved hook-and-loop backdrop, 8' x 3'6"
- blank header
- 1 hard plastic carrying case, 2' x 3'6"

Available at an additional cost are the following items:

- a graphic signature overlay applied to the blank header
- lights (Note: Typically, lights are not required.)

A nearly infinite number of configurations are available using the standard elements of the GE exhibit program. This section shows a variety of typical configurations, beginning with simple small exhibits that use few elements and concluding with the largest and most complex exhibits that use both standard and custom elements.

Use the examples in this section as a starting point in the design process to help determine the requirements for a specific exhibit:

- **The simplest and smallest configurations, the *linear exhibits*** (also called *aisle* or *inline exhibits*) are shown on pages 04.02a to 04.26b. These configurations are usually defined by an aisle on one side and other exhibits or walls on three sides.
- **Larger and more complex, the *cross-aisle exhibits*** —the configurations that use two aisle spaces directly across from one another—are shown on pages 04.54 to 04.56.
- **The largest and most complex configurations, the *island exhibits*,** provide access from all sides and generally afford greater height and accessibility than linear exhibits. They are shown on pages 04.27a to 04.53.

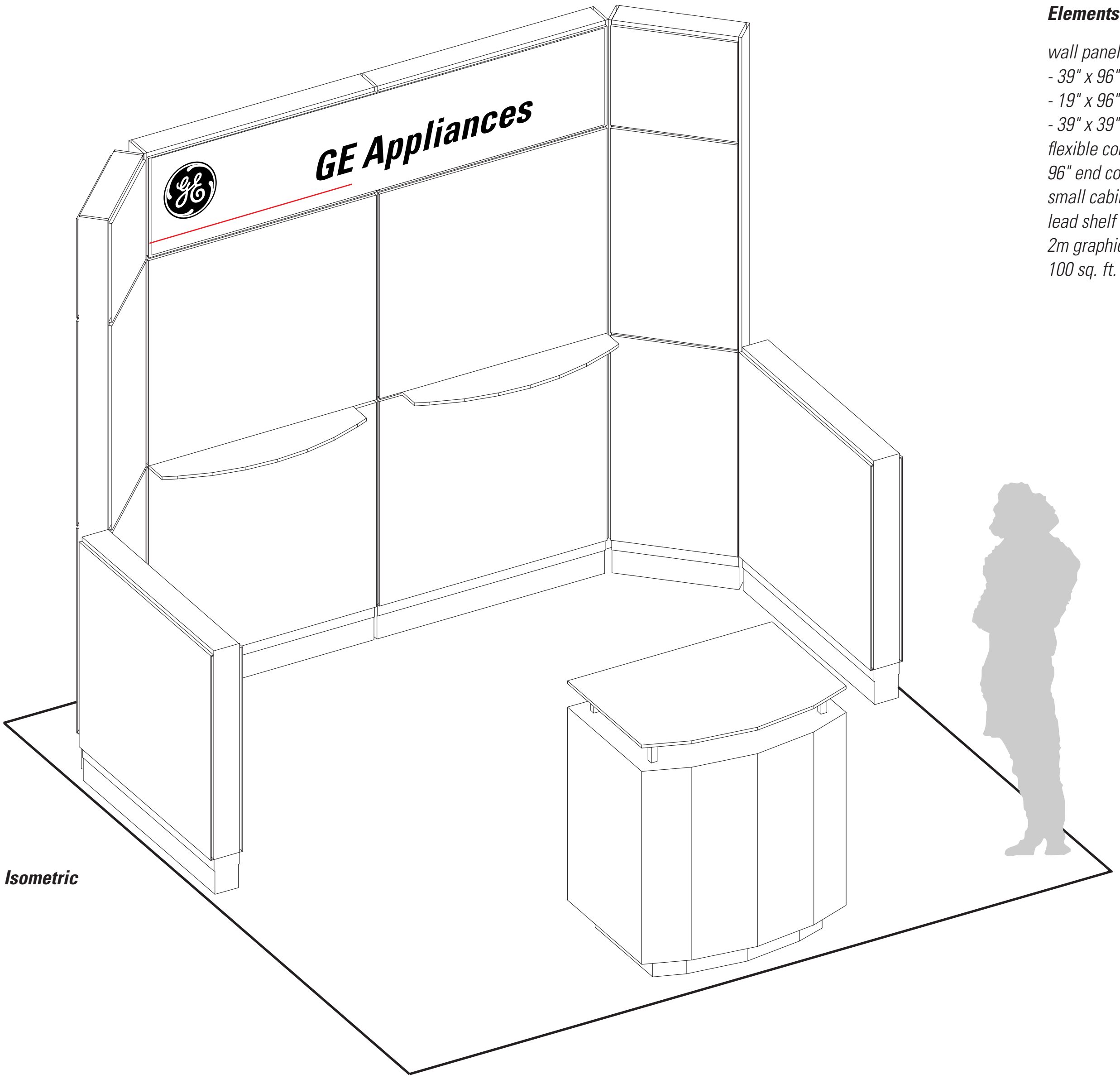
Note: Rules for the use of exhibit configurations are set by the management of each tradeshow. At some tradeshows, some configurations may not be permitted. Before developing a specific exhibit configuration for a particular tradeshow, verify that it may be used by contacting the tradeshow management or the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

For assistance in adapting or modifying the examples or creating new configurations, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

Notes:

- **Modification of the design and layout of any one of the standard modular exhibit configurations shown in this section is included in an exhibit use cost.** This service includes providing
  - one set of adjustments to the initial modification
  - black-and-white plan and 3D drawings
- **Additional exhibit supplier design services** are billed at the hourly rates noted in “Additional Services,” Section 07: Typical Exhibit Costs, page 07.02. Before rendering such services, the supplier will submit a written cost estimate for approval.
- **Custom elements** are noted as such in the drawings in this section. Custom items cost extra and are not included in the use costs in Section 07: Typical Exhibit Costs. Before designing a custom element, the supplier will submit for approval a written cost estimate of the extra design and manufacturing costs.

Linear Exhibit: L - 10A

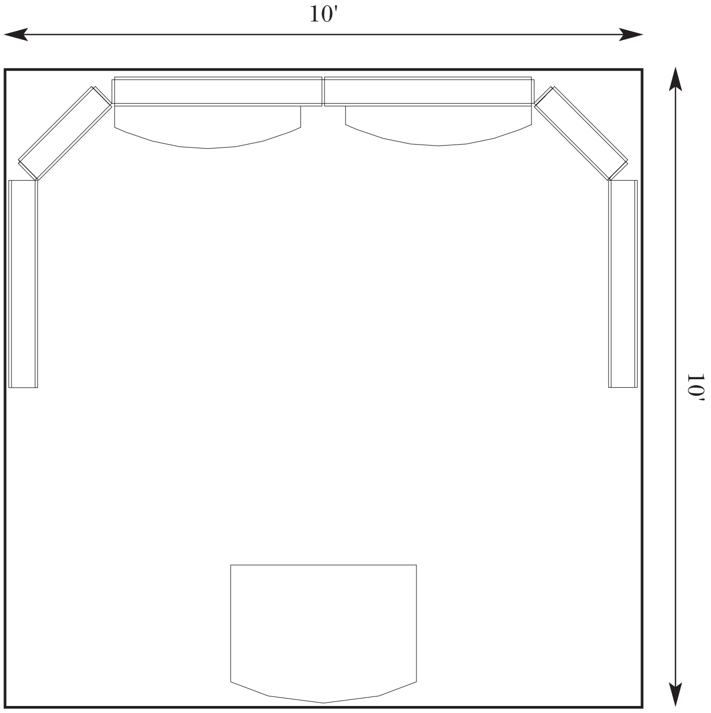


Isometric

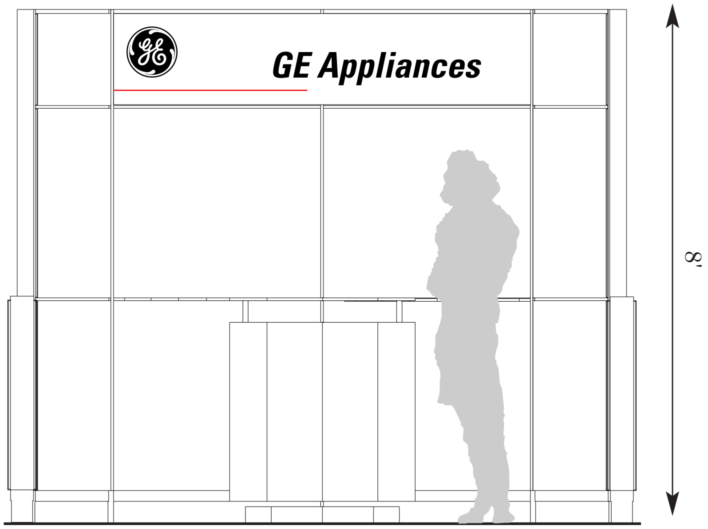
Elements

wall panel	
- 39" x 96"	2
- 19" x 96"	2
- 39" x 39"	2
flexible connector	4
96" end cover	6
small cabinet	1
lead shelf	2
2m graphic signature overlay	1
100 sq. ft. carpet	1

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

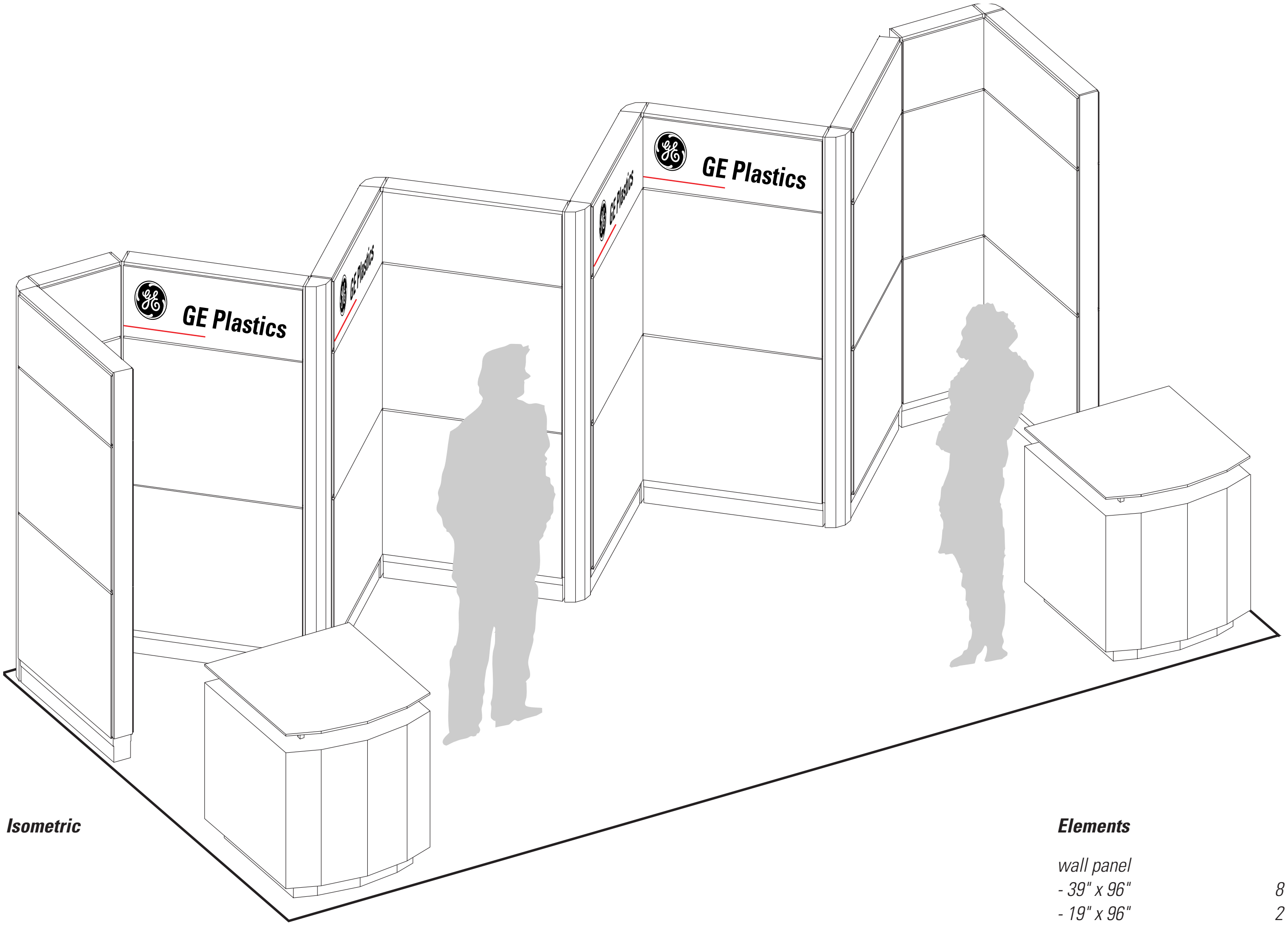


Floor Plan



Elevation

Linear Exhibit: L - 20A



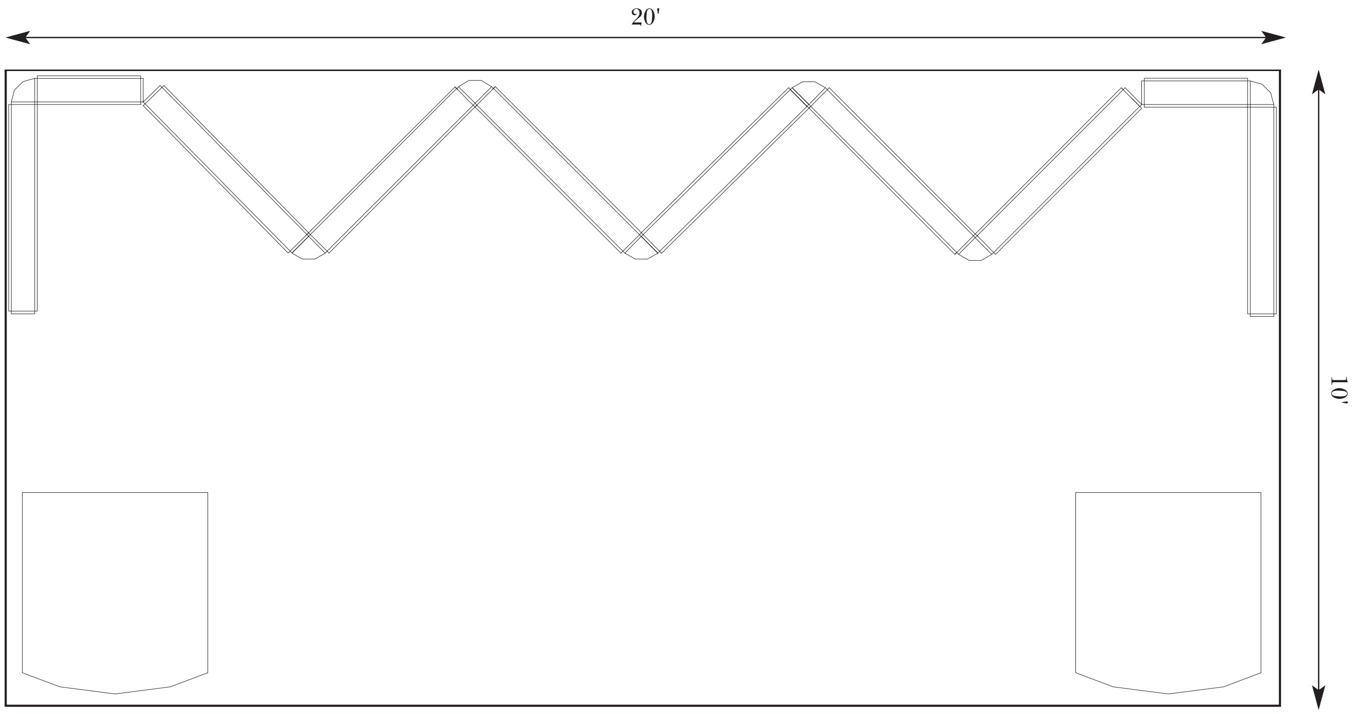
Isometric

Elements

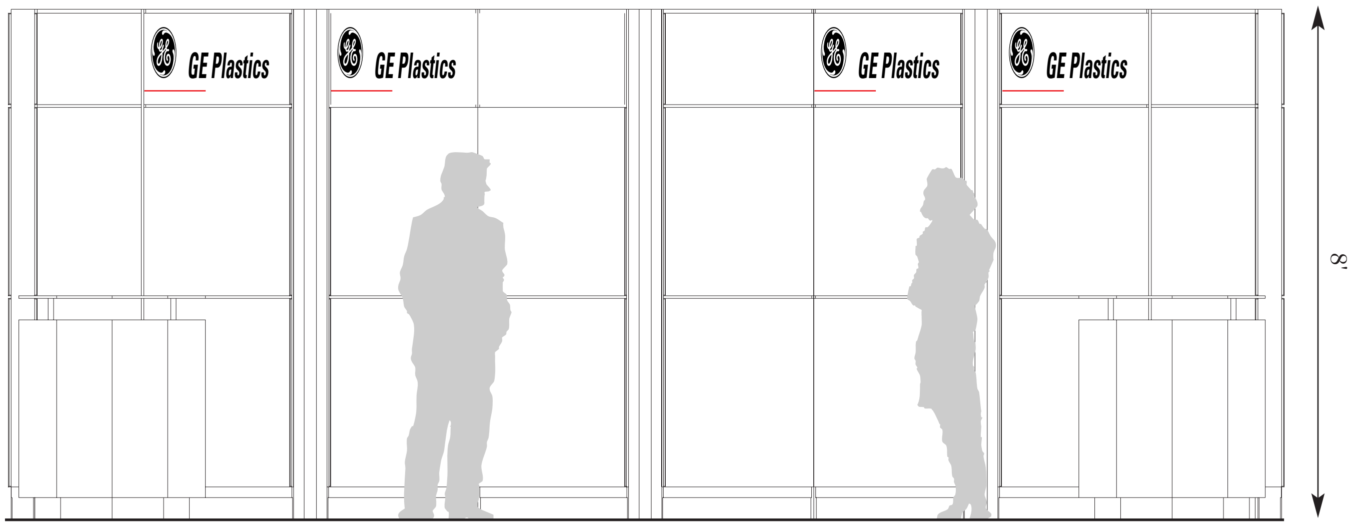
wall panel	
- 39" x 96"	*8*
- 19" x 96"	*2*
connector	
- 90° 2-way	*7*
- flexible	*2*
96" end cover	*2*
small cabinet	*2*
1m graphic signature overlay	*4*
100 sq. ft. carpet	*2*

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 20A

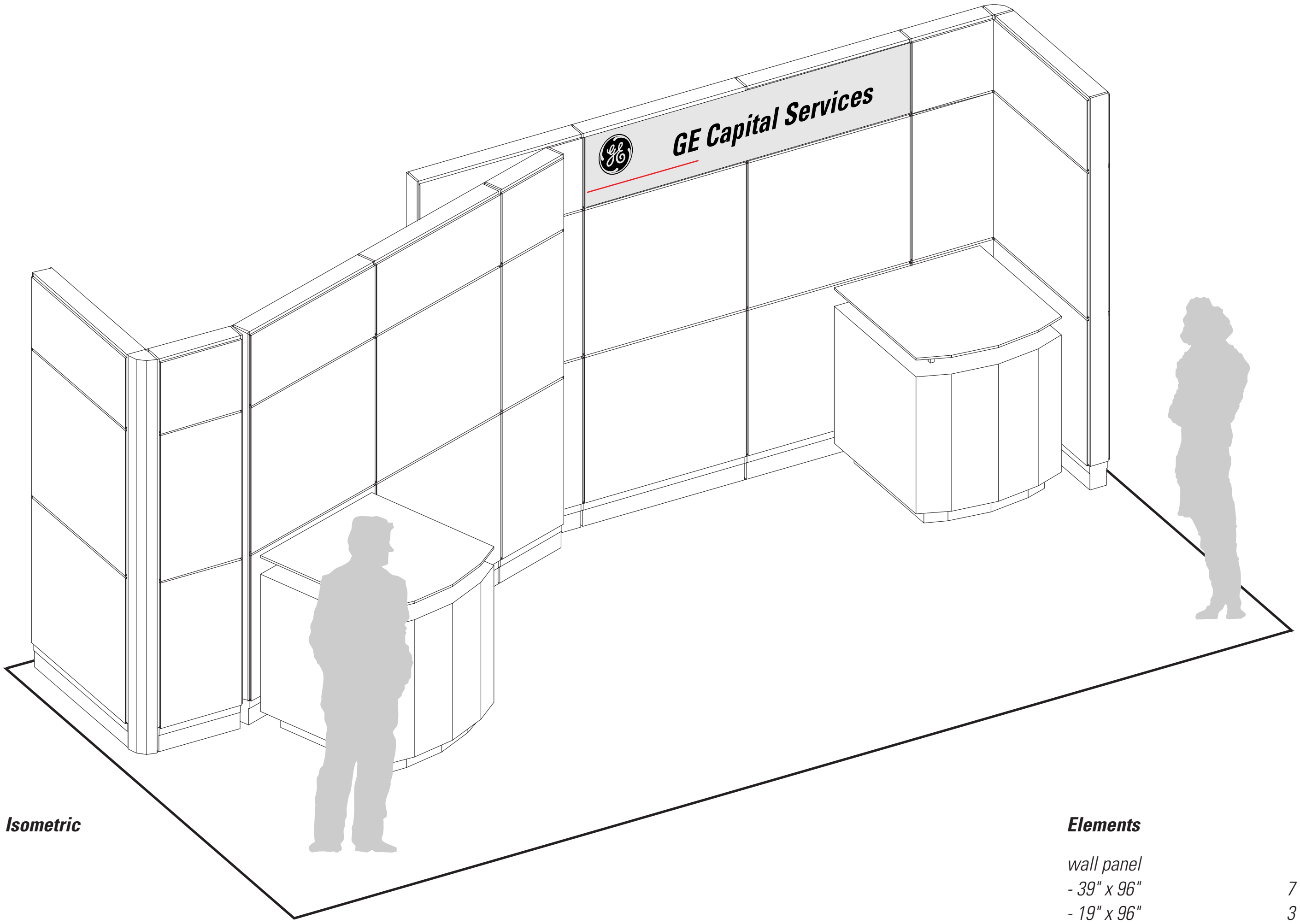


Floor Plan


GE Plastics
GE Plastics
GE Plastics
GE Plastics
8'

Elevation

Linear Exhibit: L - 20B

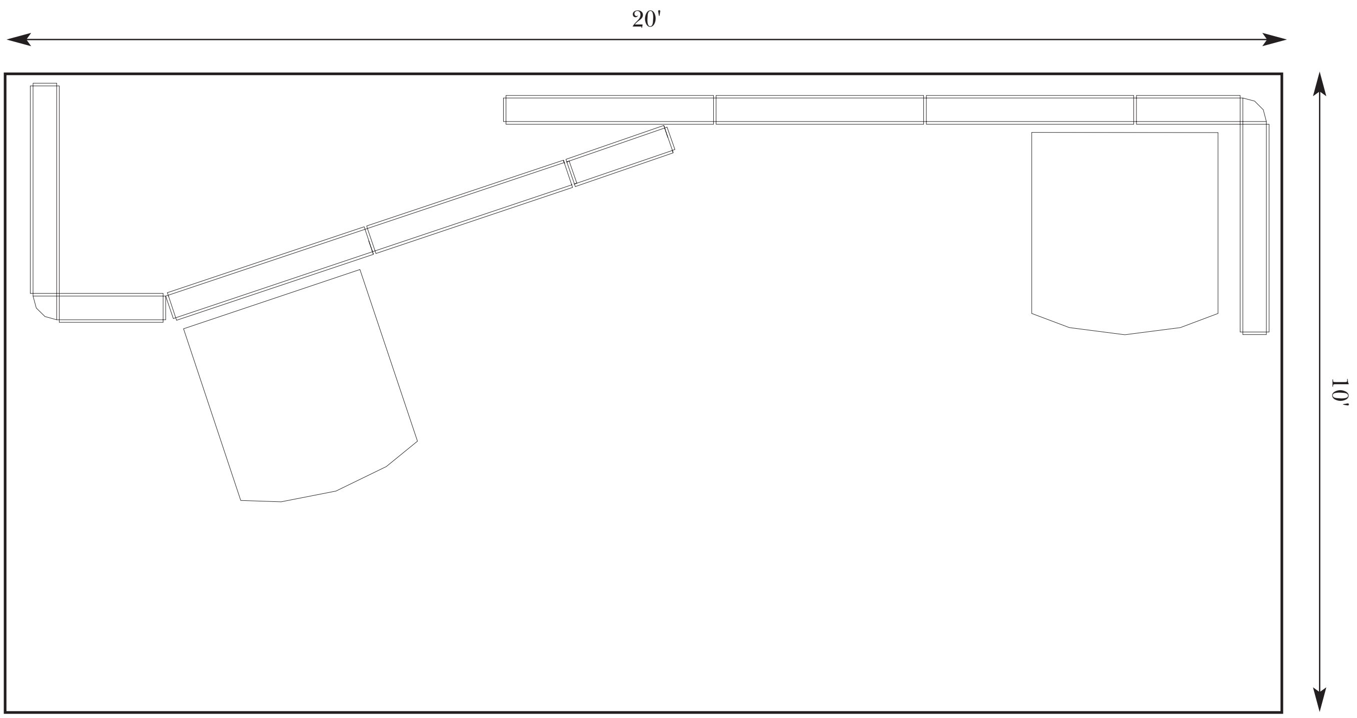


Isometric

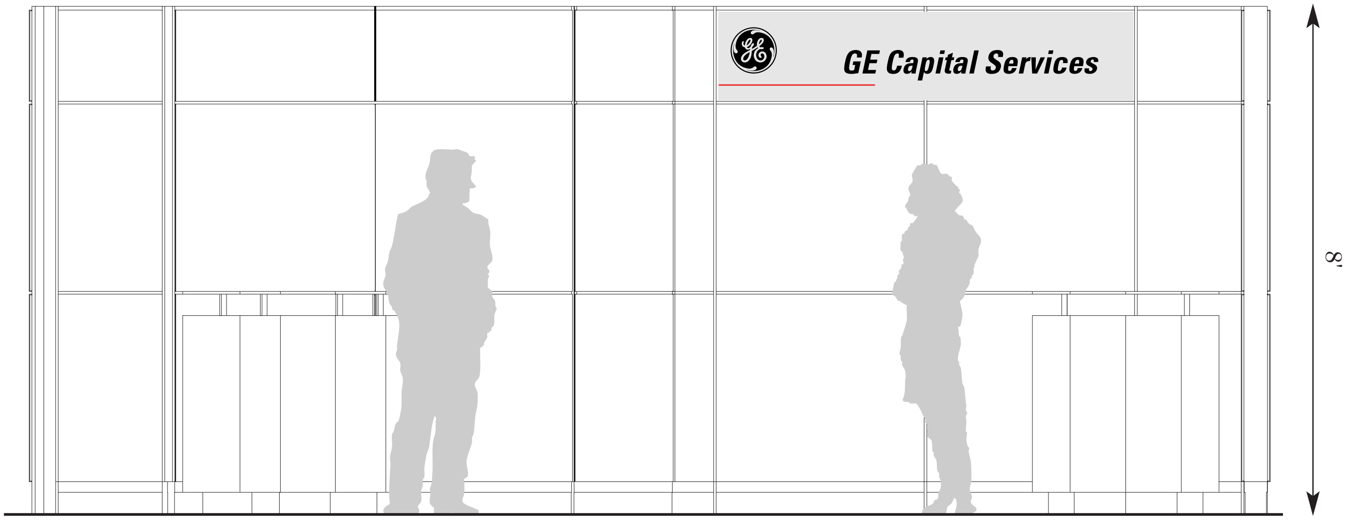
Elements

wall panel	
- 39" x 96"	7
- 19" x 96"	3
connector	
- 90° 2-way	2
- flexible	1
96" end cover	2
small cabinet	2
2m graphic signature overlay	1
100 sq. ft. carpet	2

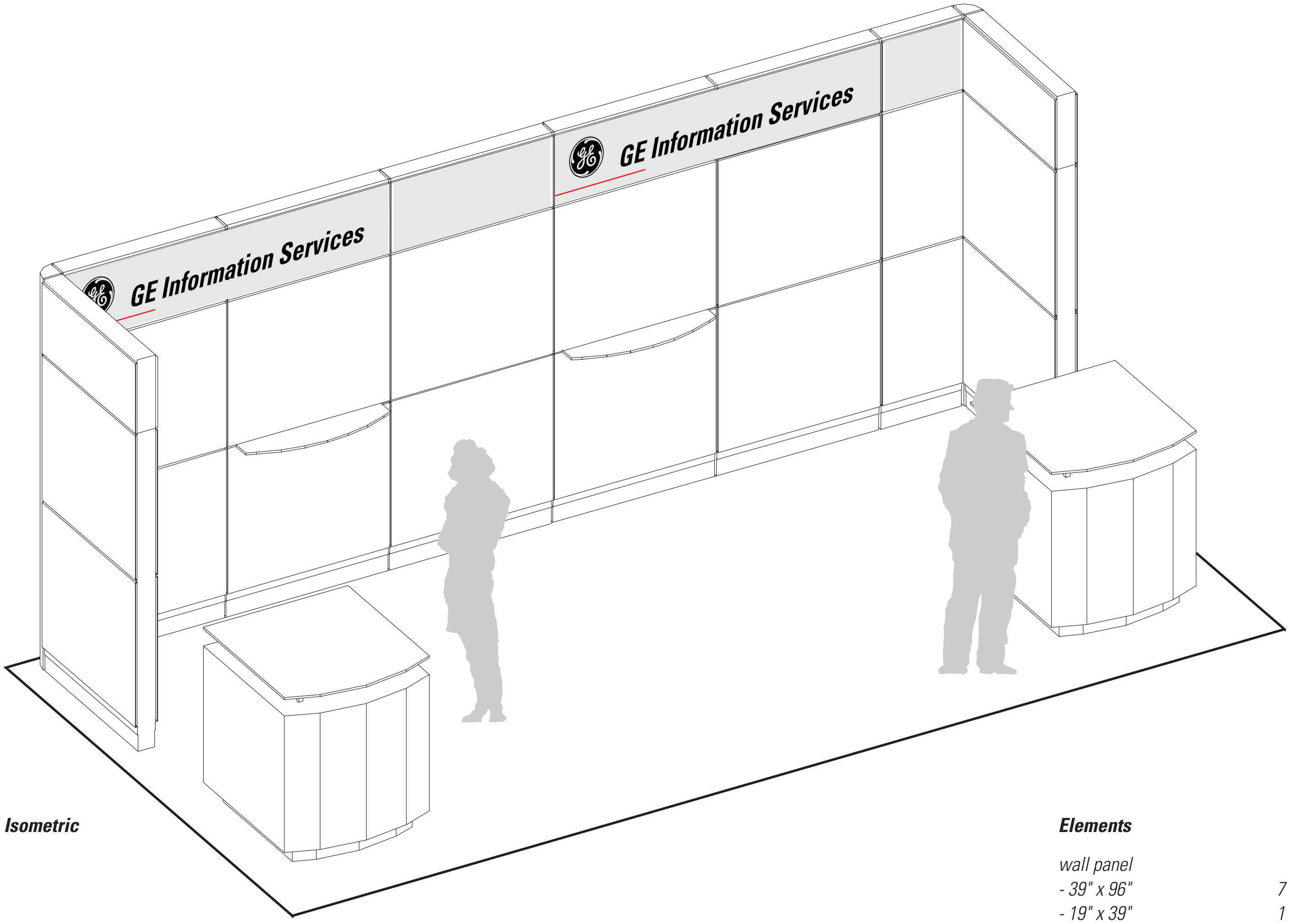
Note: For the elevation
and floor plan drawings
of this exhibit configuration,
see the following page.



Floor Plan


GE Capital Services
8'

Elevation

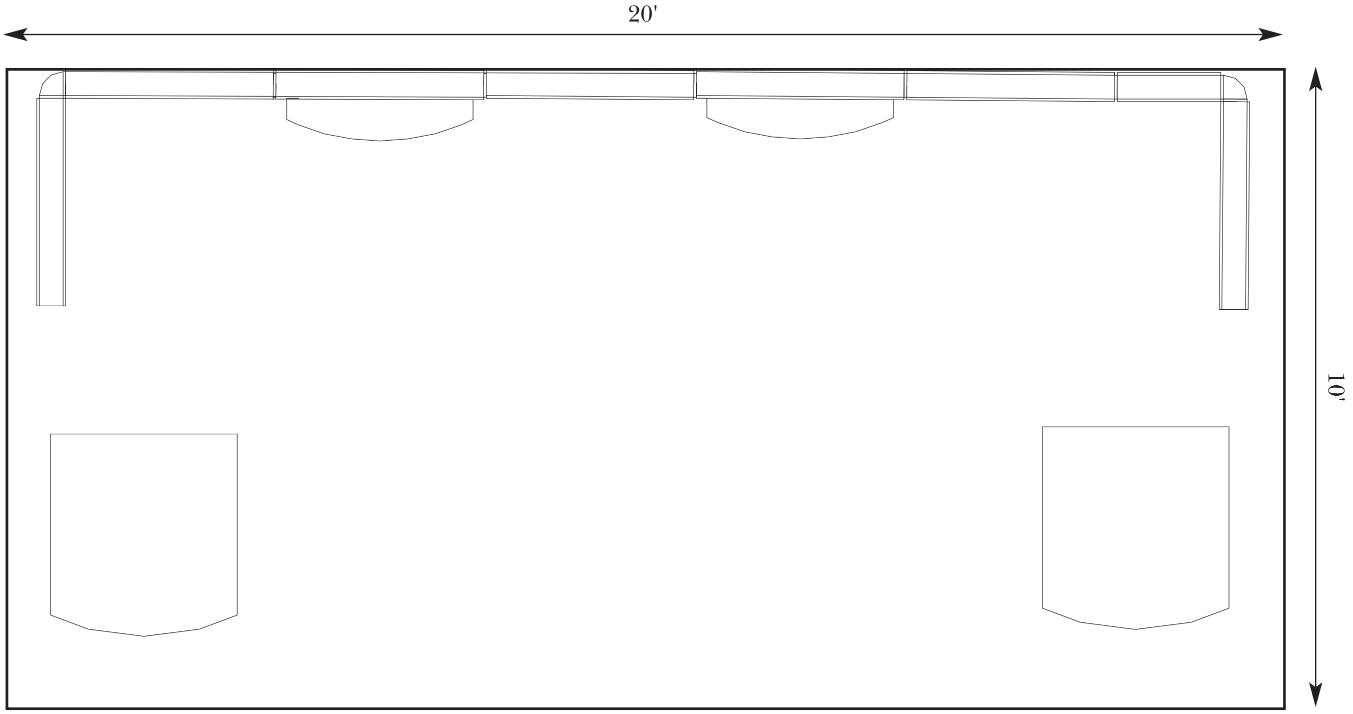

GE Information Services
GE Information Services

Isometric

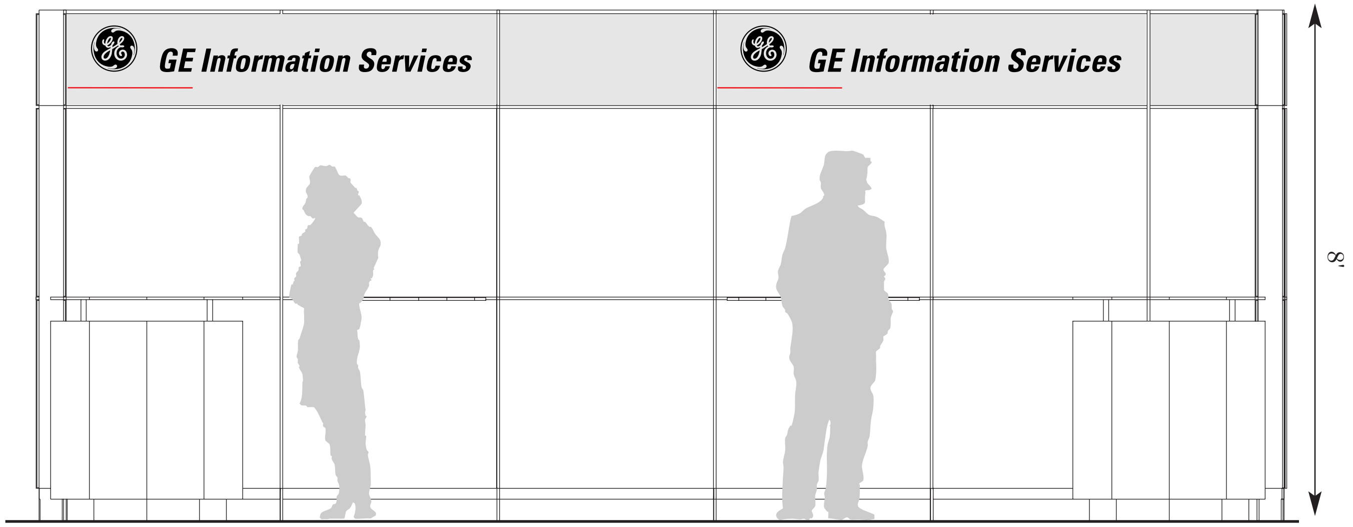
Elements

wall panel	
- 39" x 96"	7
- 19" x 39"	1
90° 2-way connector	2
96" end cover	2
small cabinet	2
lead shelf	2
2m graphic signature overlay	2
100 sq. ft. carpet	2

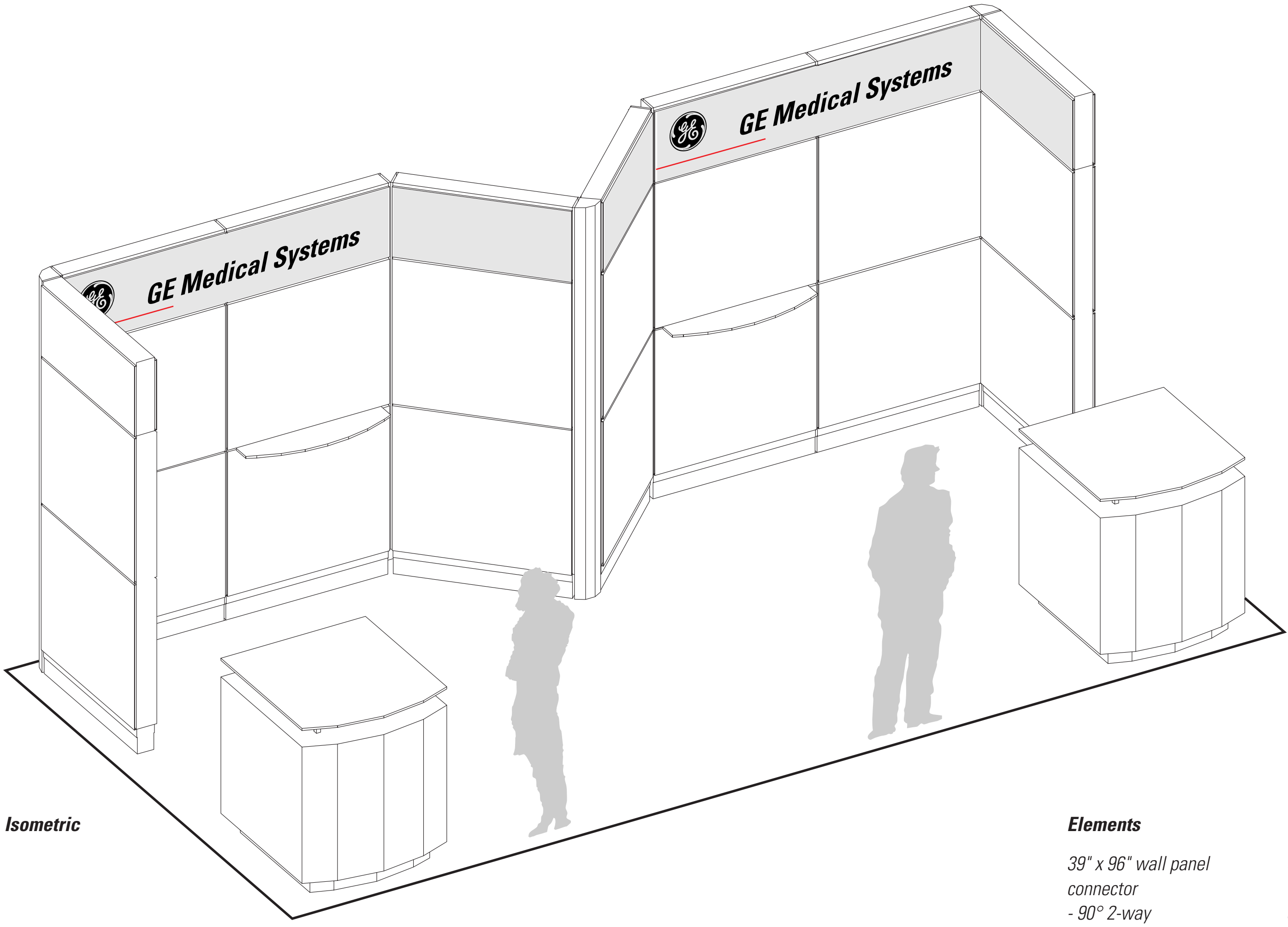
Note: For the elevation
and floor plan drawings
of this exhibit configuration,
see the following page.



Floor Plan


GE Information Services
GE Information Services
8'

Elevation

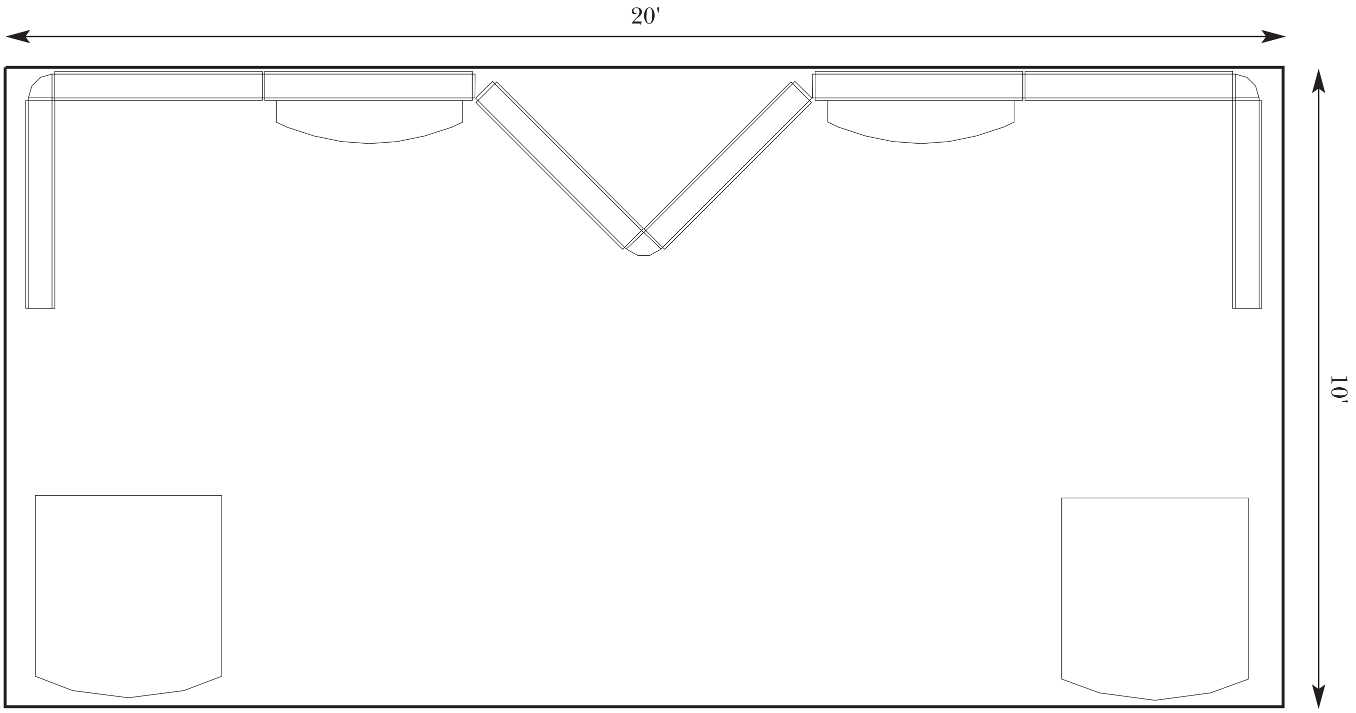


Isometric

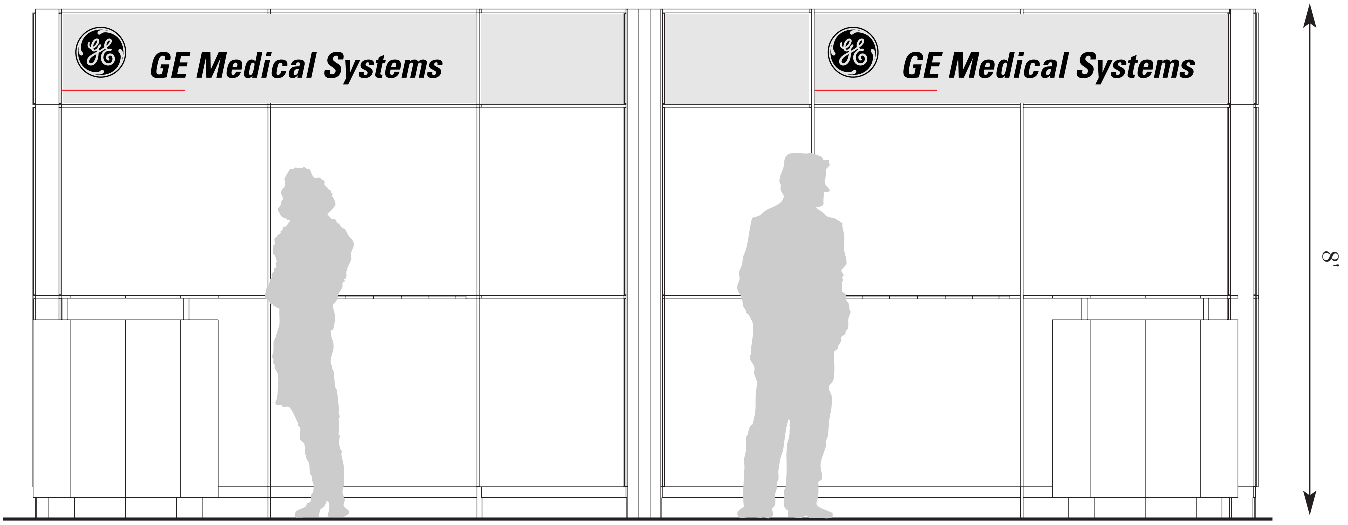
Elements

39" x 96" wall panel	*8*
connector	
- 90° 2-way	*3*
- flexible	*2*
96" end cover	*2*
small cabinet	*2*
lead shelf	*2*
2m graphic signature overlay	*2*
100 sq. ft. carpet	*2*

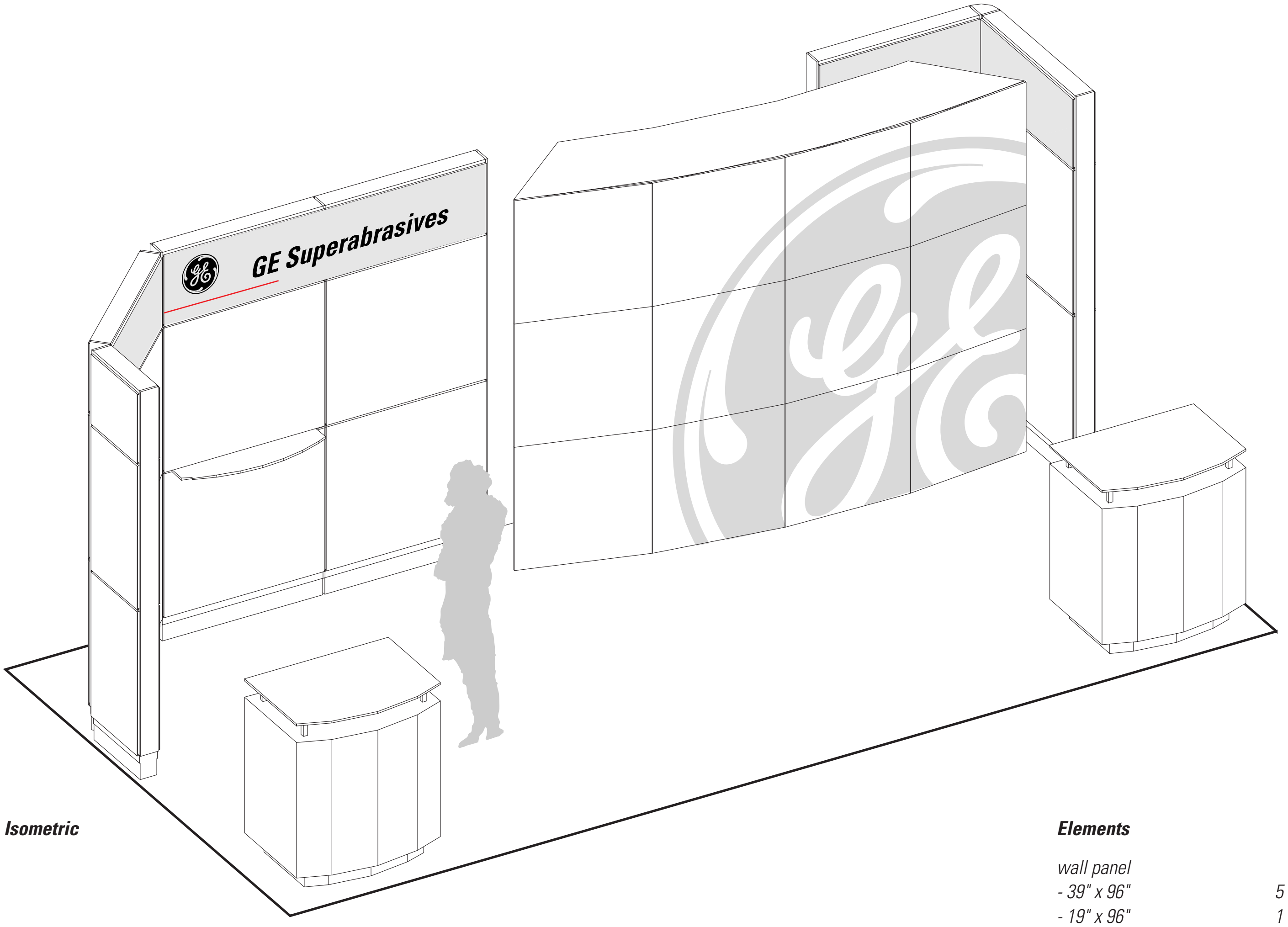
Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.



Floor Plan


GE Medical Systems
GE Medical Systems
8'

Elevation

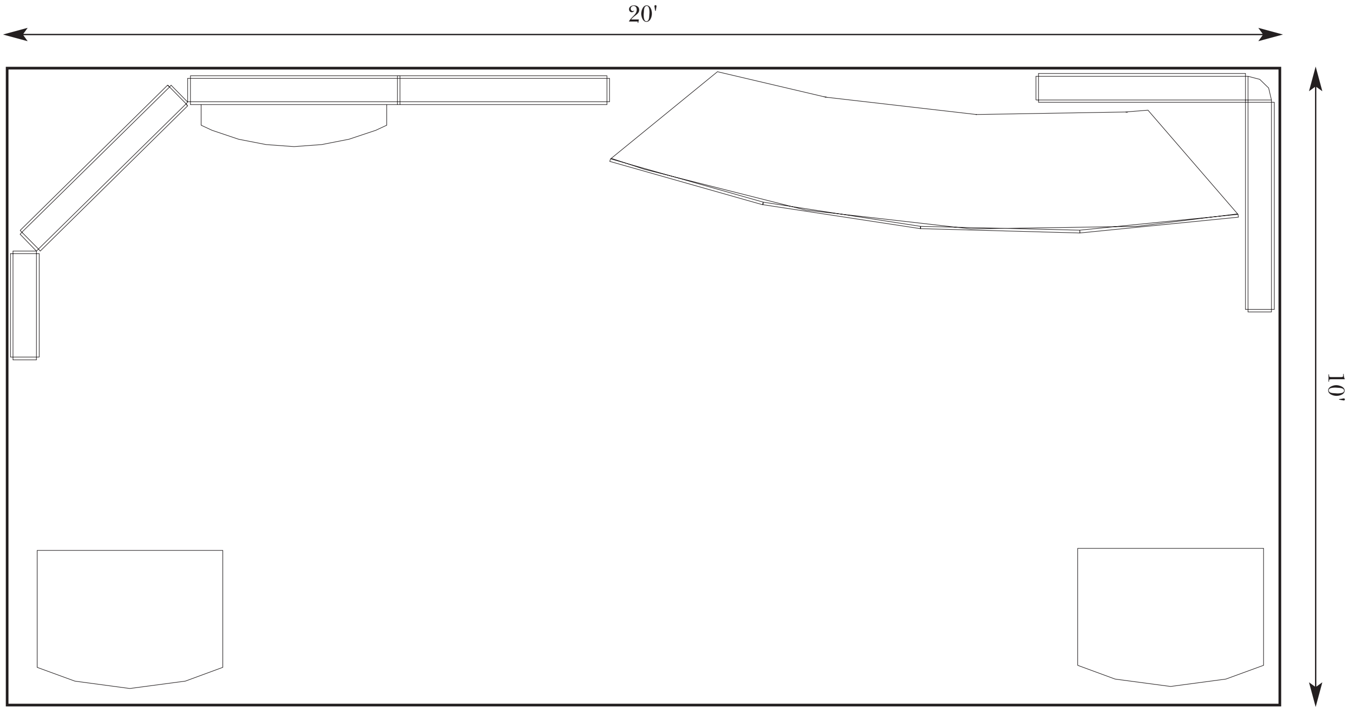


Isometric

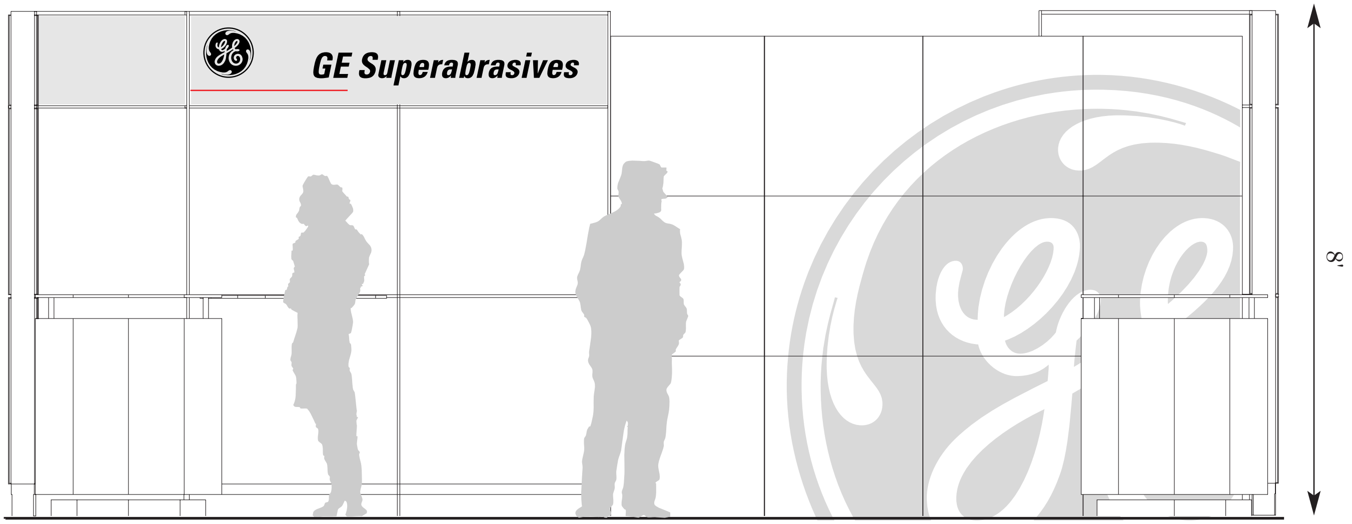
Elements

wall panel	
- 39" x 96"	5
- 19" x 96"	1
connector	
- 90° 2-way	1
- flexible	2
96" end cover	4
3 x 4 lightwall	1
small cabinet	2
lead shelf	1
2m graphic signature overlay	1
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	1
100 sq. ft. carpet	2

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

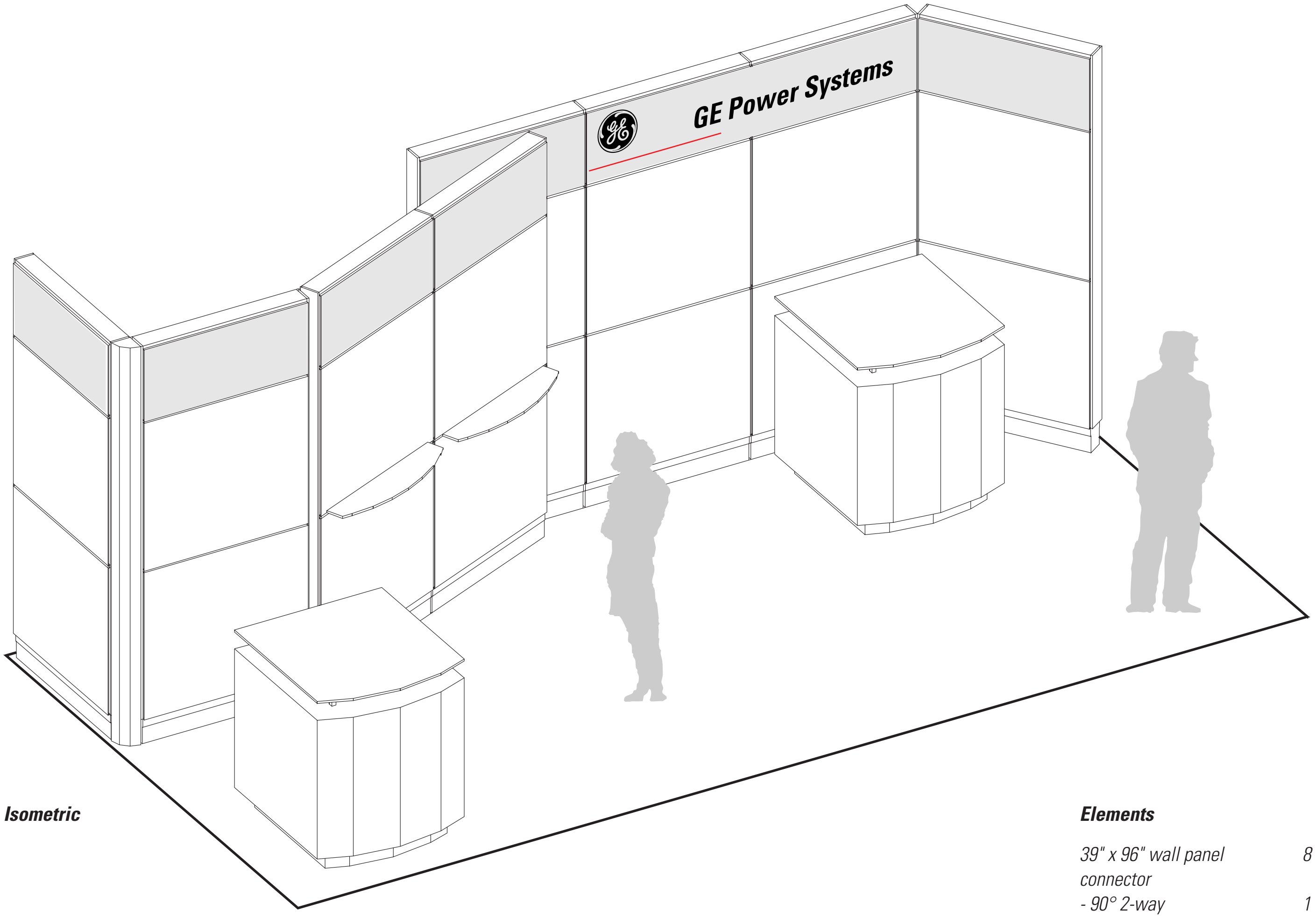


Floor Plan


GE Superabrasives
8'

Elevation

Linear Exhibit: L - 20F

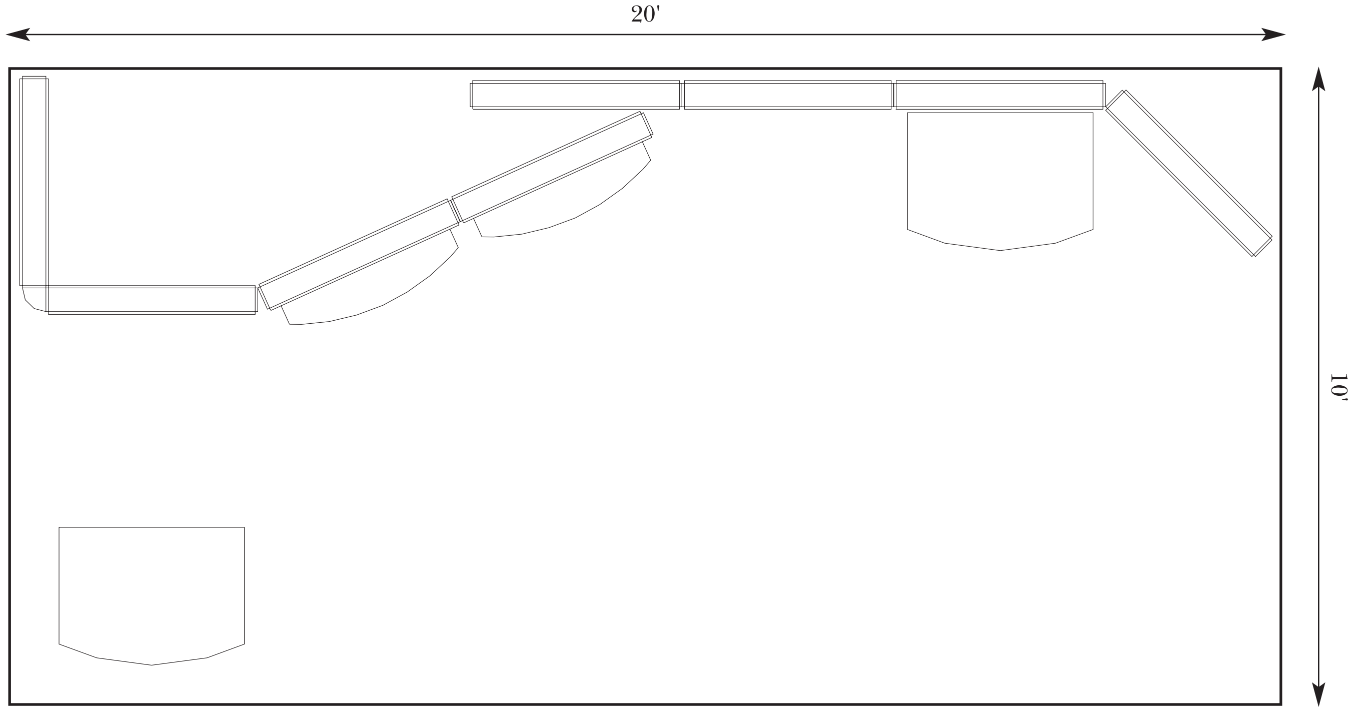


Isometric

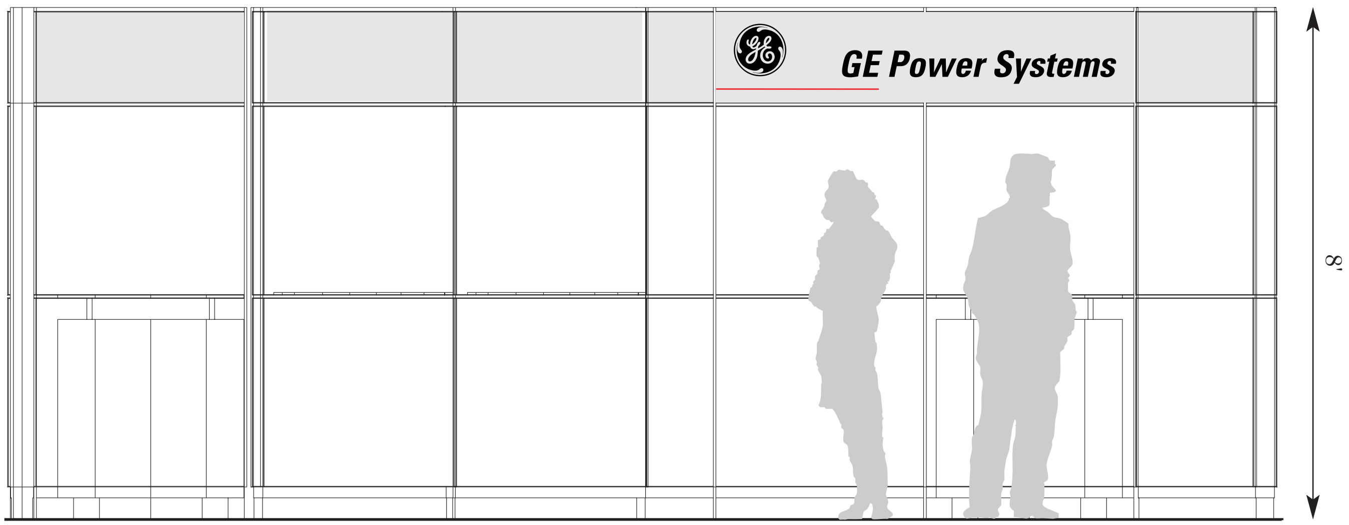
Elements

39" x 96" wall panel	8
connector	
- 90° 2-way	1
- flexible	2
96" end cover	2
small cabinet	2
lead shelf	2
2m graphic signature overlay	1
100 sq. ft. carpet	2

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

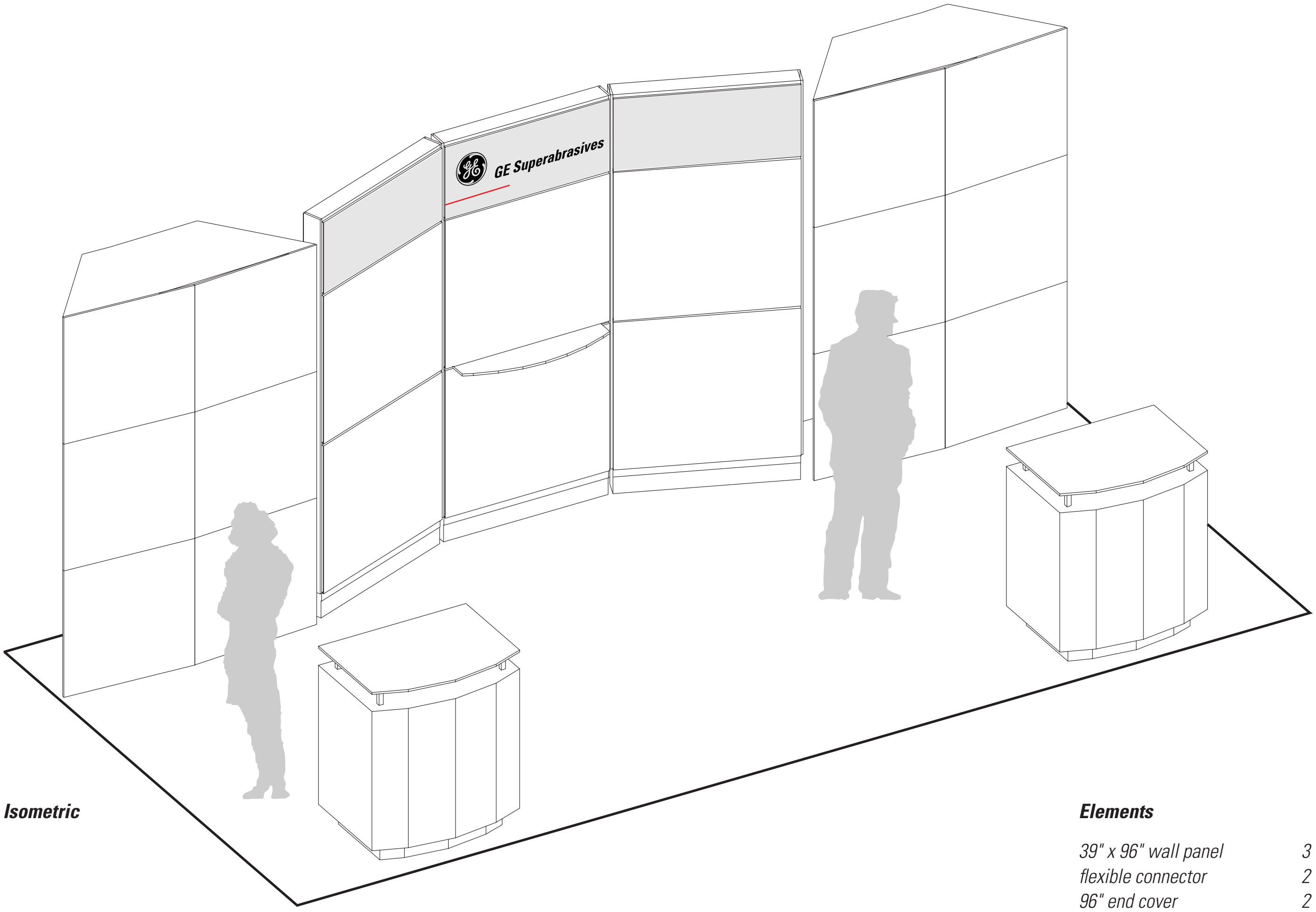


Floor Plan



Elevation

Linear Exhibit: L - 20G



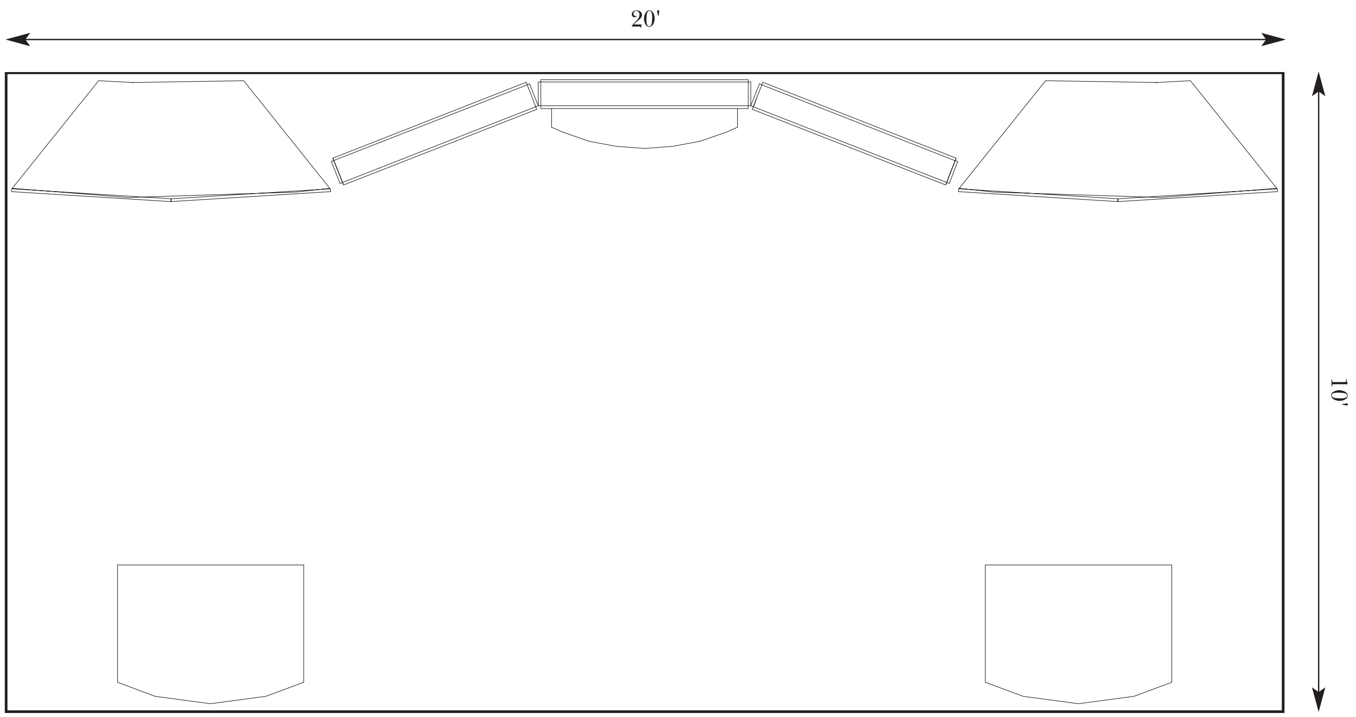
Isometric

Elements

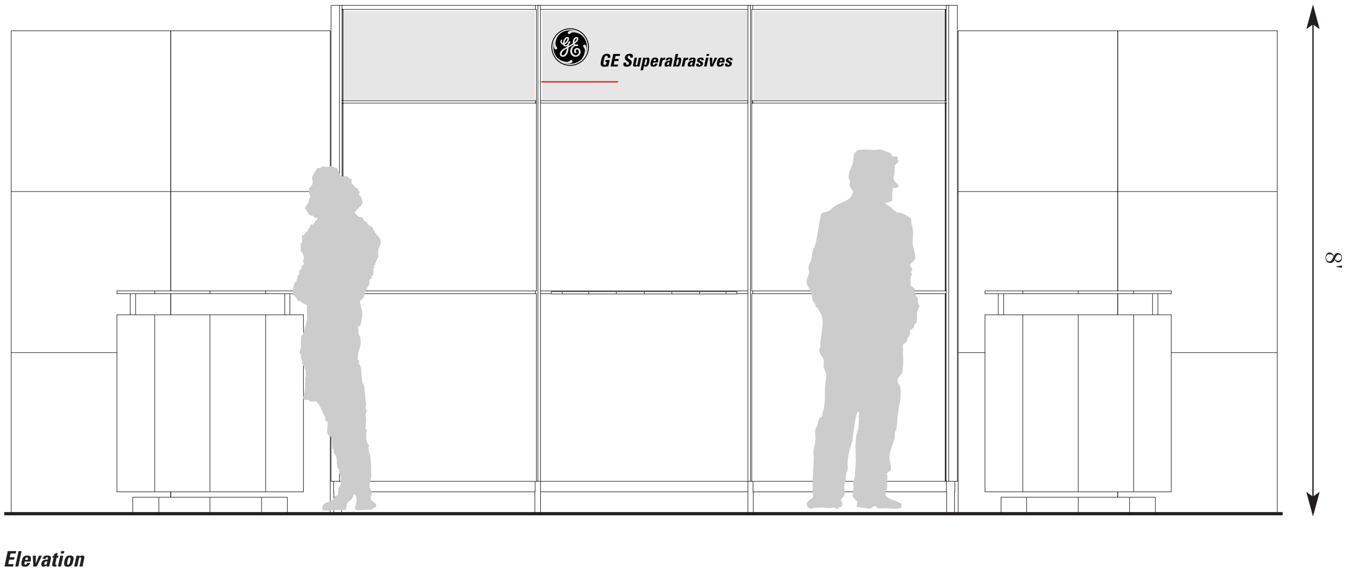
39" x 96" wall panel	3
flexible connector	2
96" end cover	2
2 x 3 lightwall	2
small cabinet	2
lead shelf	1
1m graphic signature overlay	1
100 sq. ft. carpet	2

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 20G

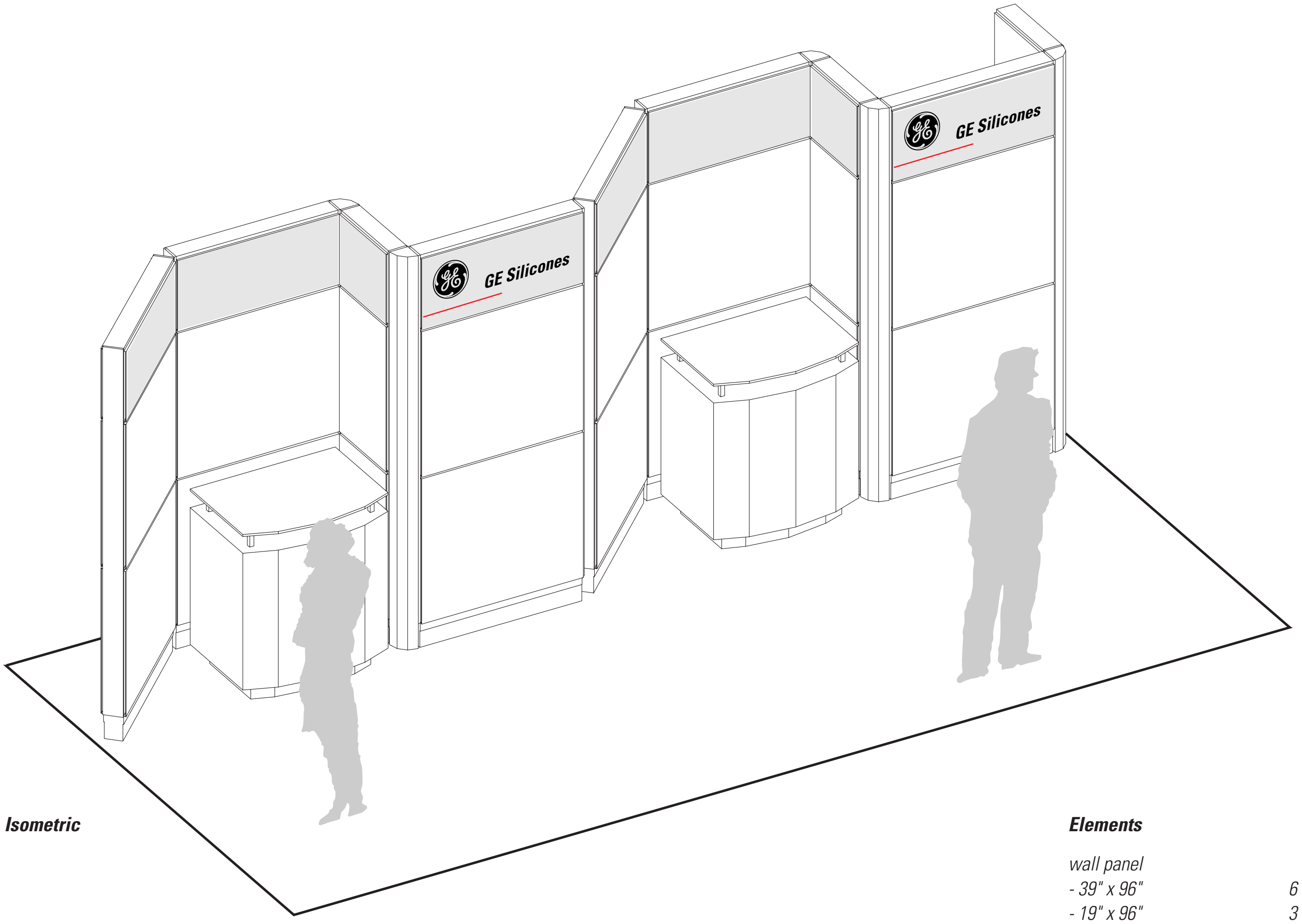


Floor Plan


GE Superabrasives
8'

Elevation

Linear Exhibit: L - 20H

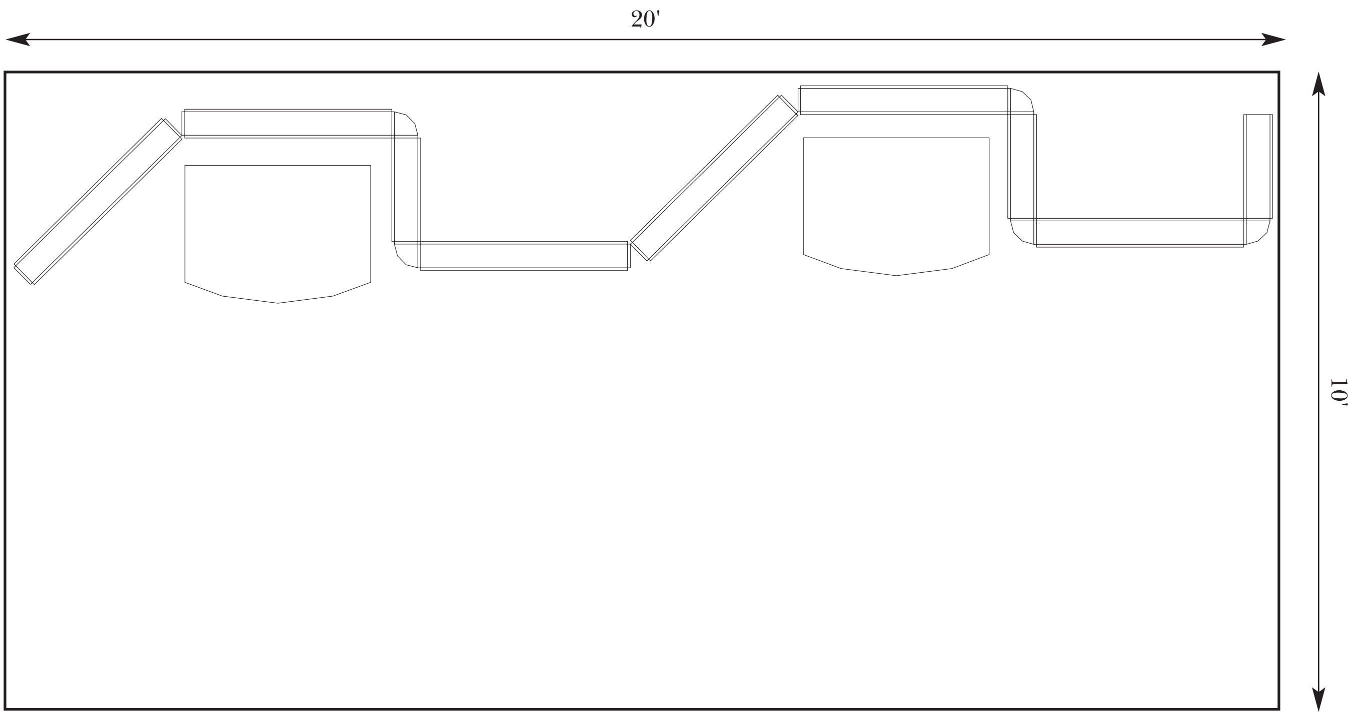


Isometric

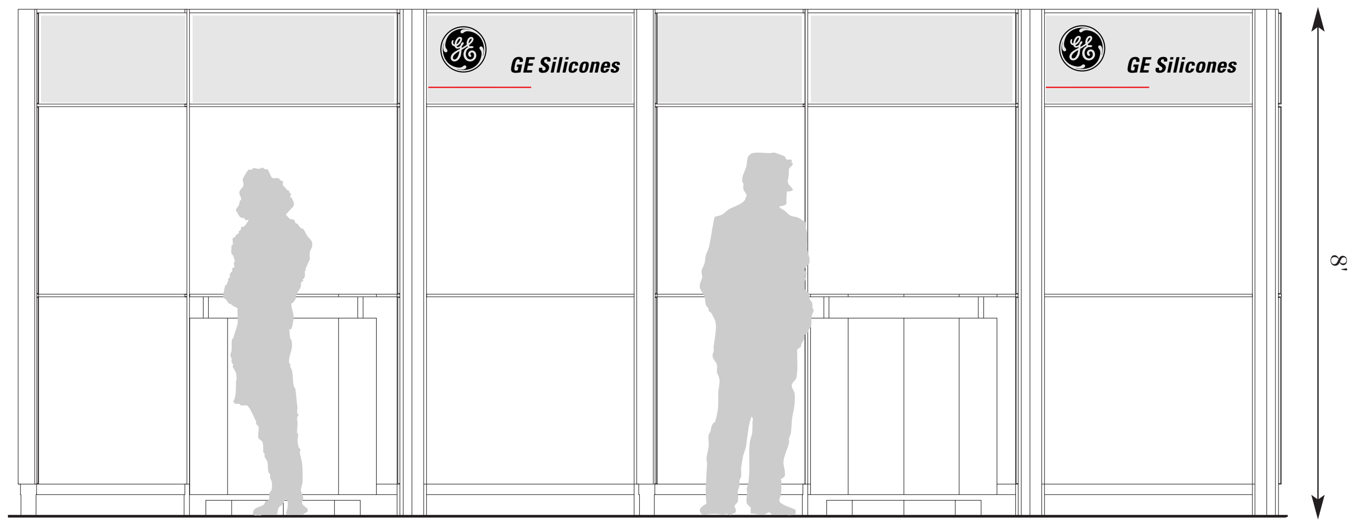
Elements

wall panel	
- 39" x 96"	6
- 19" x 96"	3
connector	
- 90° 2-way	5
- flexible	3
96" end cover	1
small cabinet	2
1m graphic signature overlay	2
100 sq. ft. carpet	2

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

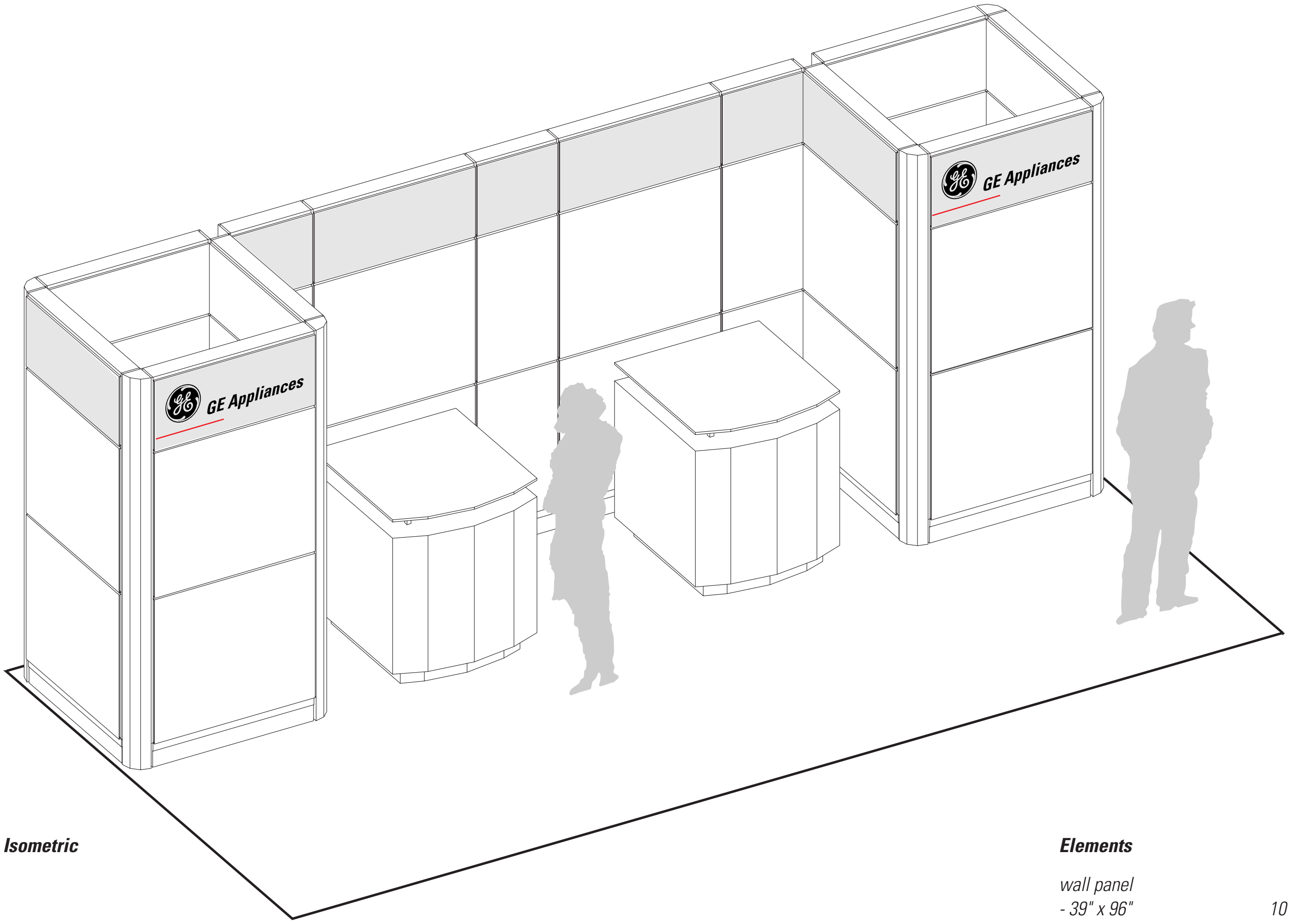


Floor Plan


GE Silicones
GE Silicones
8'

Elevation

Linear Exhibit: L - 20I

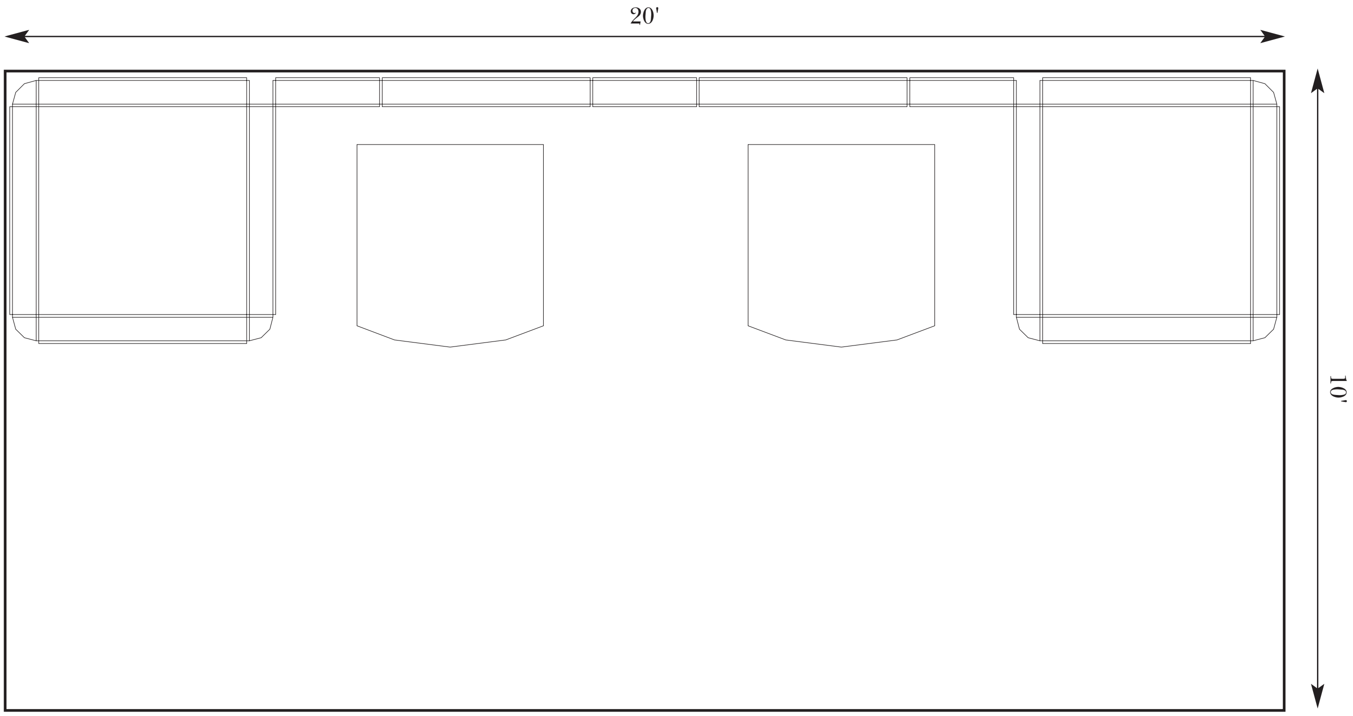


Isometric

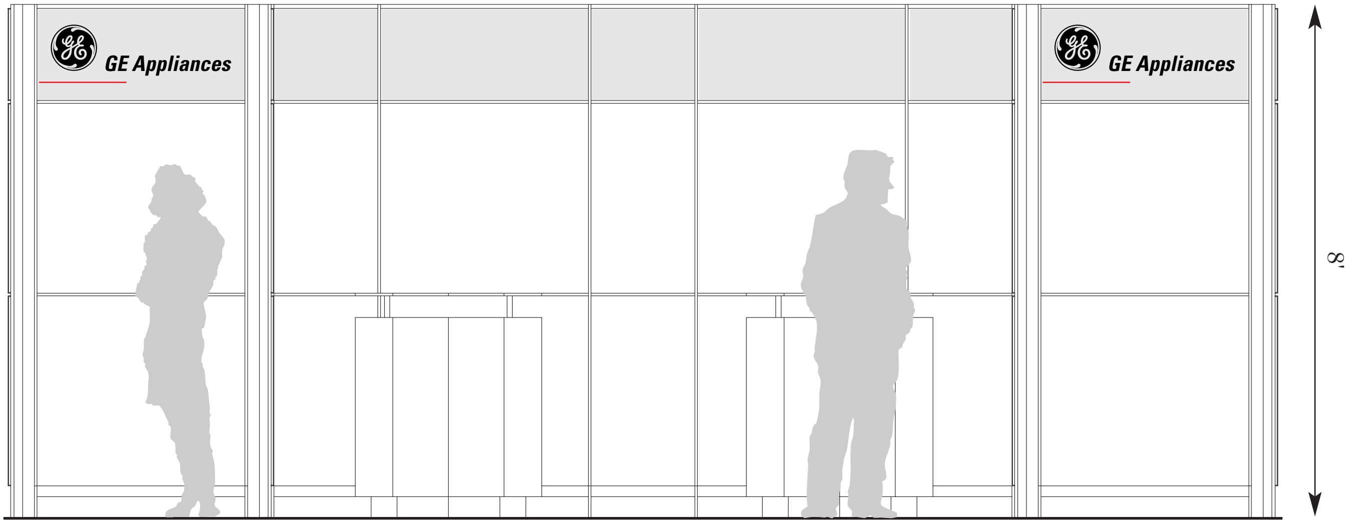
Elements

wall panel	
- 39" x 96"	10
- 19" x 96"	3
connector	
- 90° 2-way	6
- 90° 3-way	2
small cabinet	2
1m graphic signature overlay	2
100 sq. ft. carpet	2

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

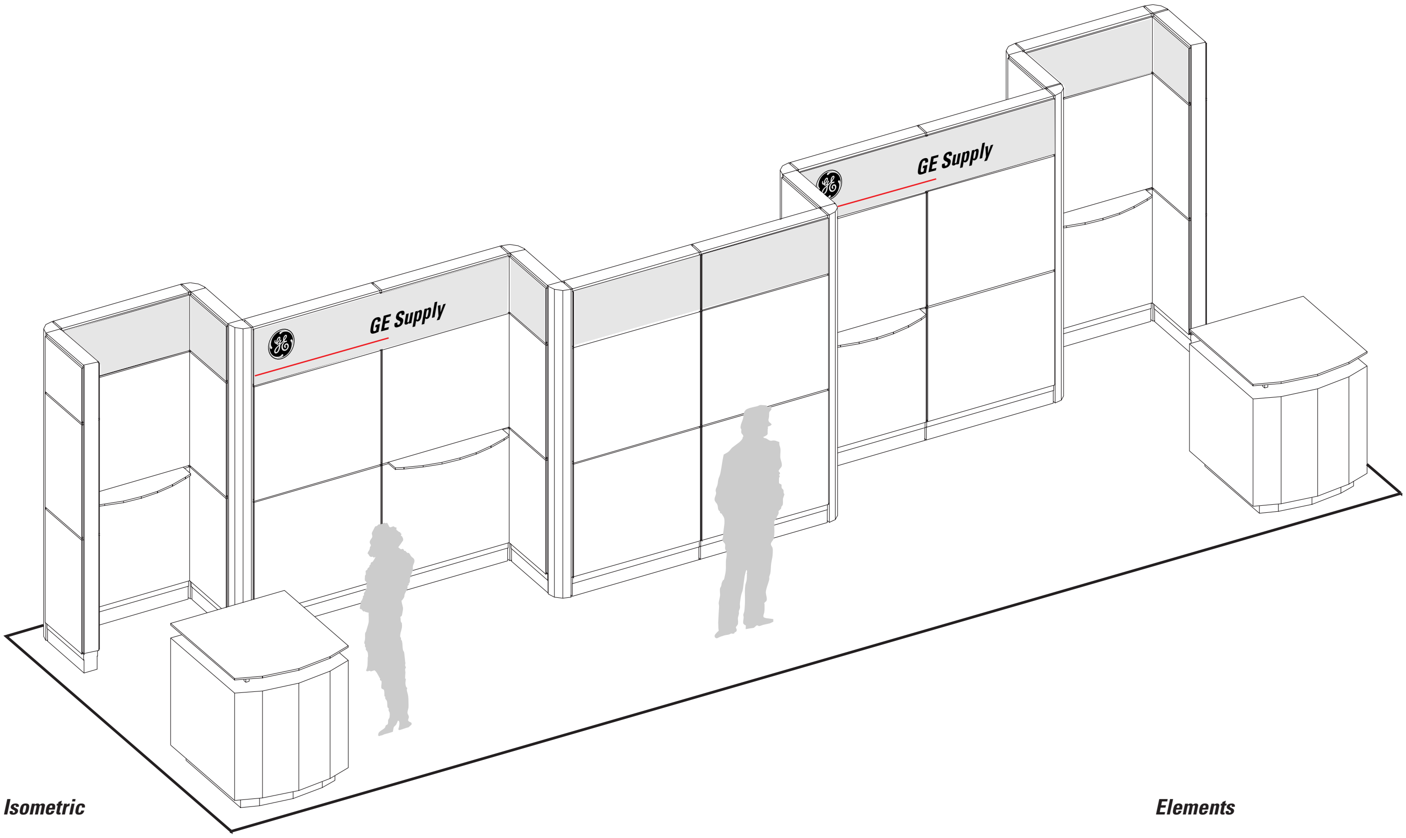


Floor Plan


GE Appliances
GE Appliances
8'

Elevation

Linear Exhibit: L - 30A

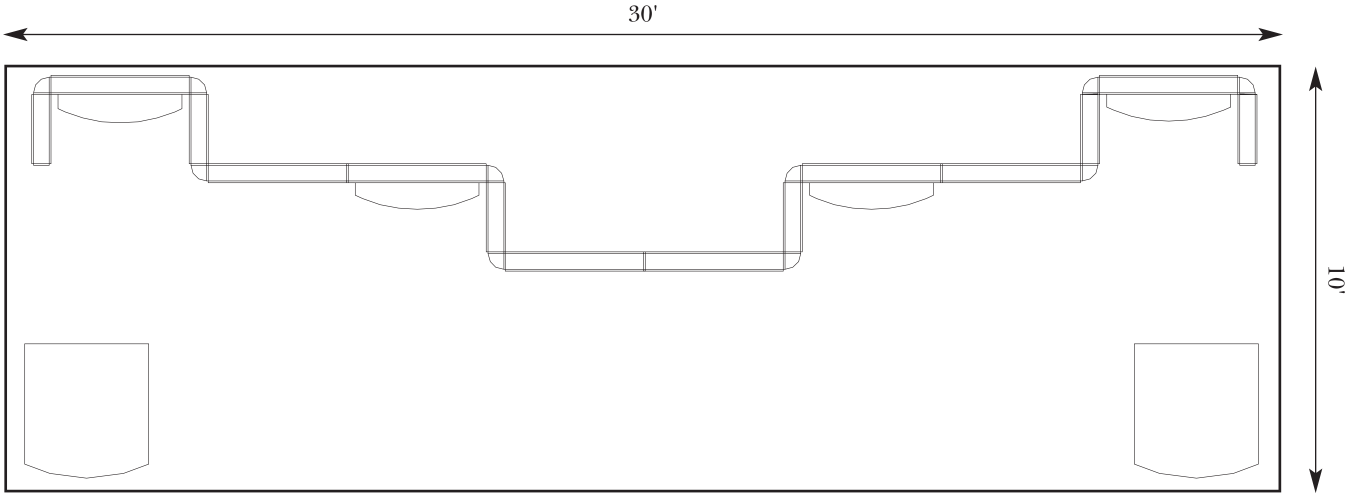


Isometric

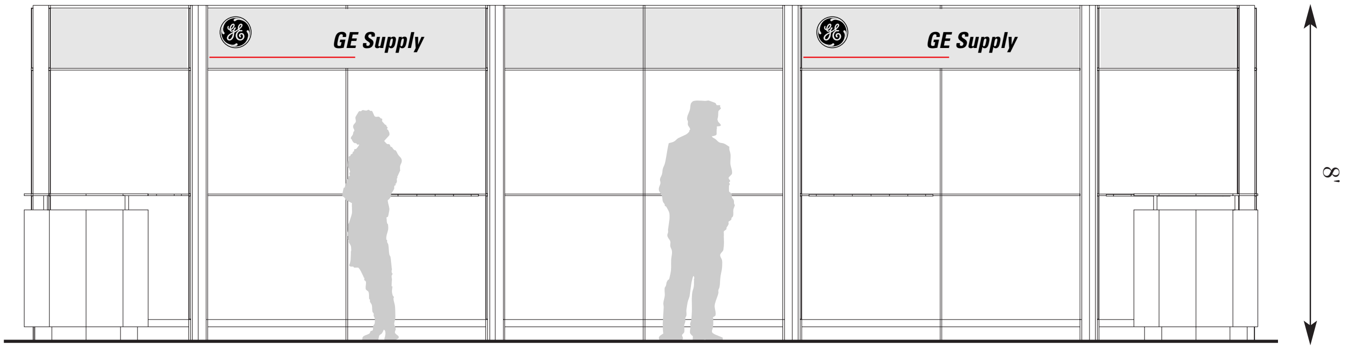
Elements

wall panel	
- 39" x 96"	*8*
- 19" x 96"	*6*
90° 2-way connector	*10*
96" end cover	*2*
small cabinet	*2*
lead shelf	*4*
2m graphic signature overlay	*2*
100 sq. ft. carpet	*3*

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

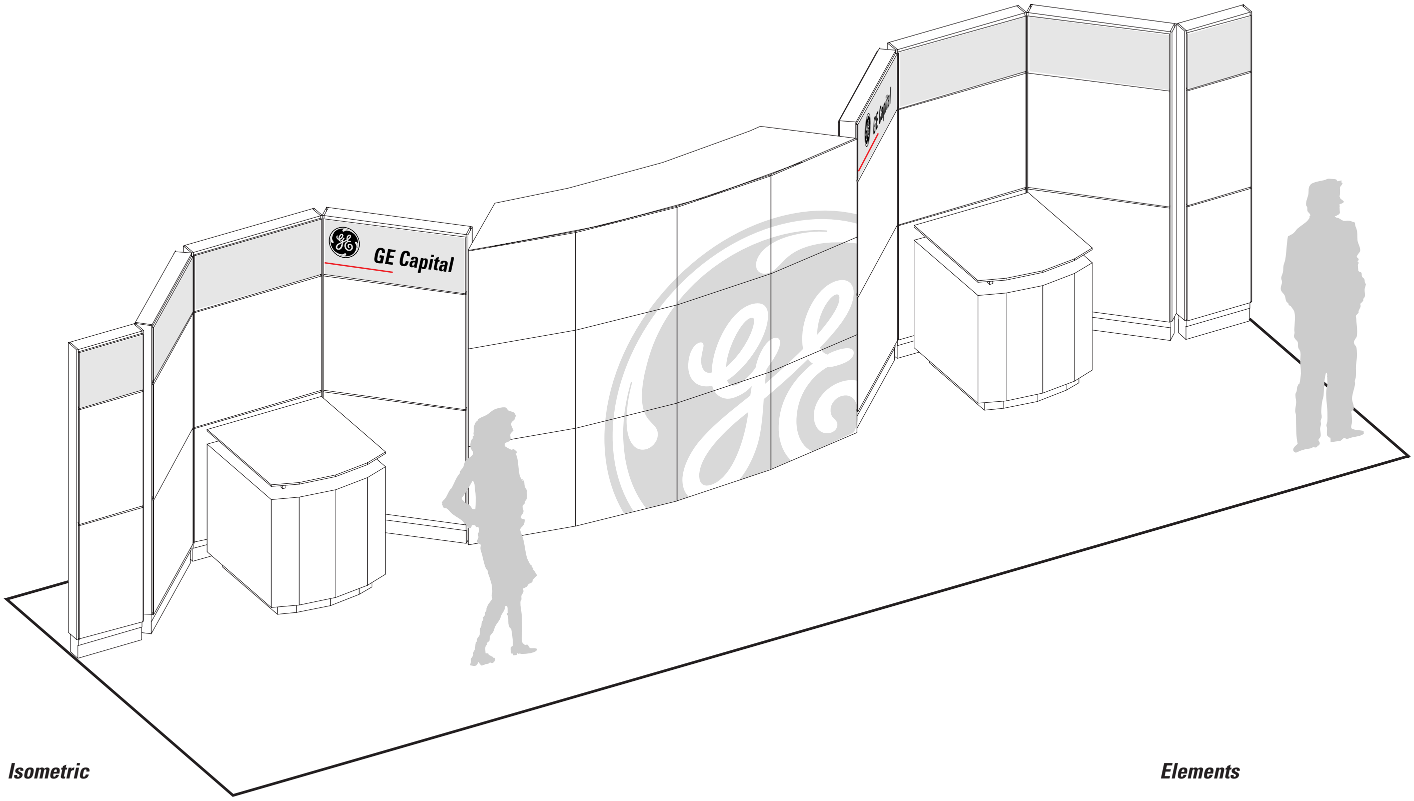


Floor Plan


GE Supply
GE Supply
8'

Elevation

Linear Exhibit: L - 30B

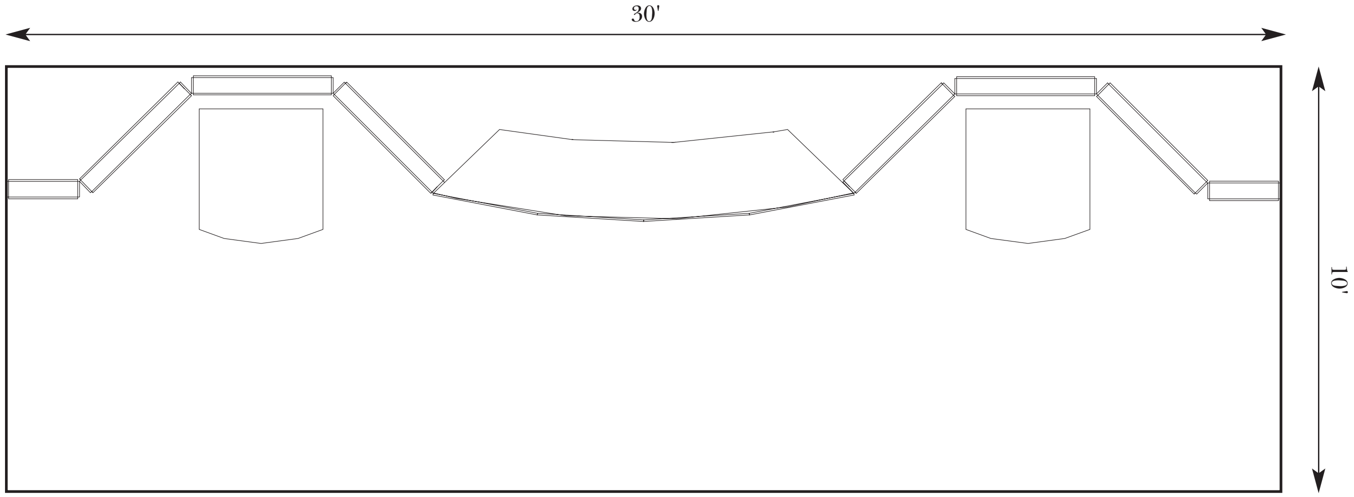


Isometric

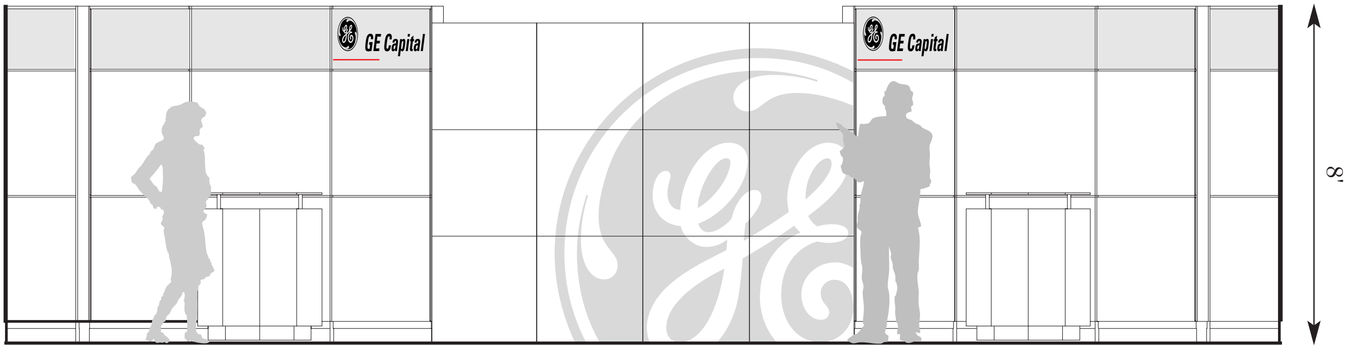
Elements

wall panel	
- 39" x 96"	6
- 19" x 96"	2
flexible connector	6
96" end cover	4
3 x 4 lightwall	1
small cabinet	2
1m graphic signature overlay	2
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	1
100 sq. ft. carpet	3

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

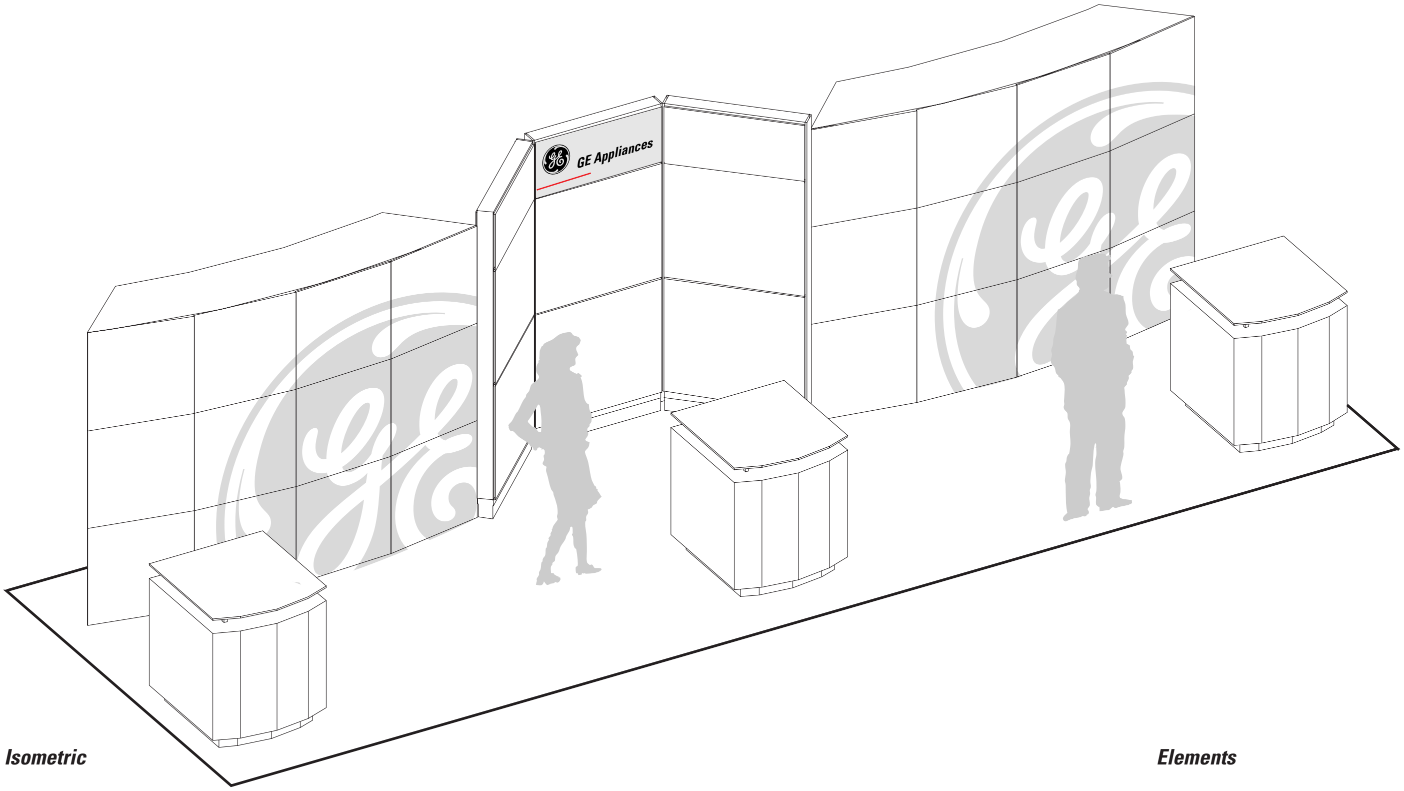


Floor Plan


GE Capital
GE Capital
8'

Elevation

Linear Exhibit: L - 30C



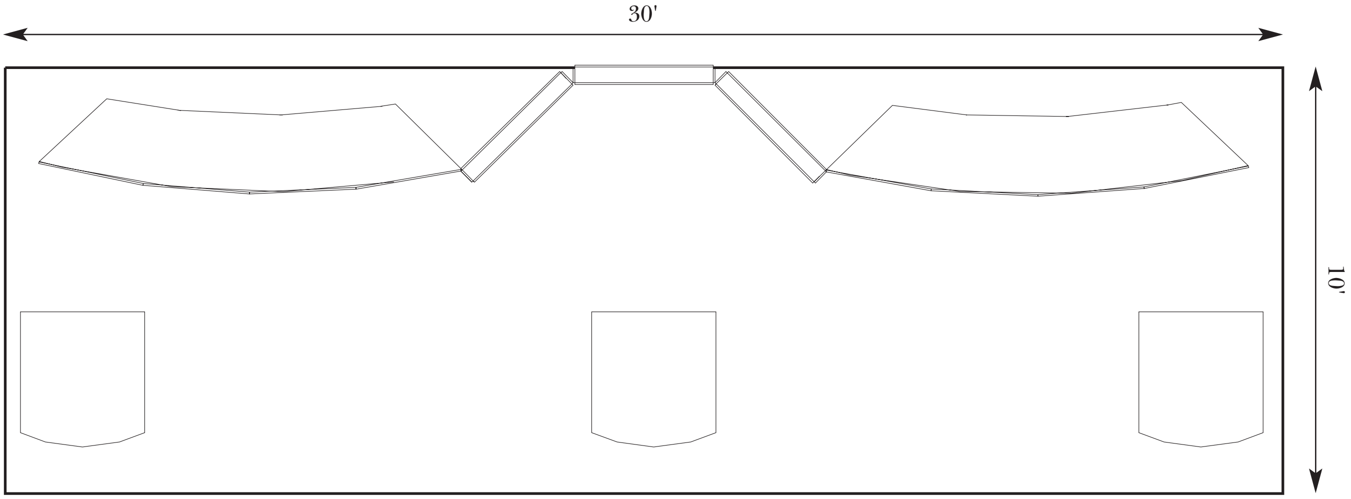
Isometric

Elements

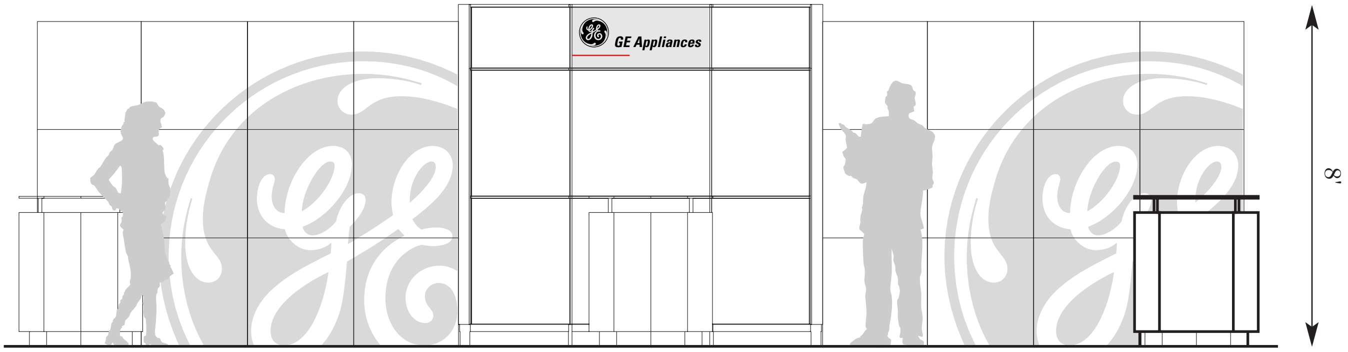
39" x 96" wall panel	3
flexible connector	2
96" end cover	2
3 x 4 lightwall	2
small cabinet	3
1m graphic signature overlay	1
Dynamic Monogram overlay - 3 x 3 lightwall sections	2
100 sq. ft. carpet	3

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 30C

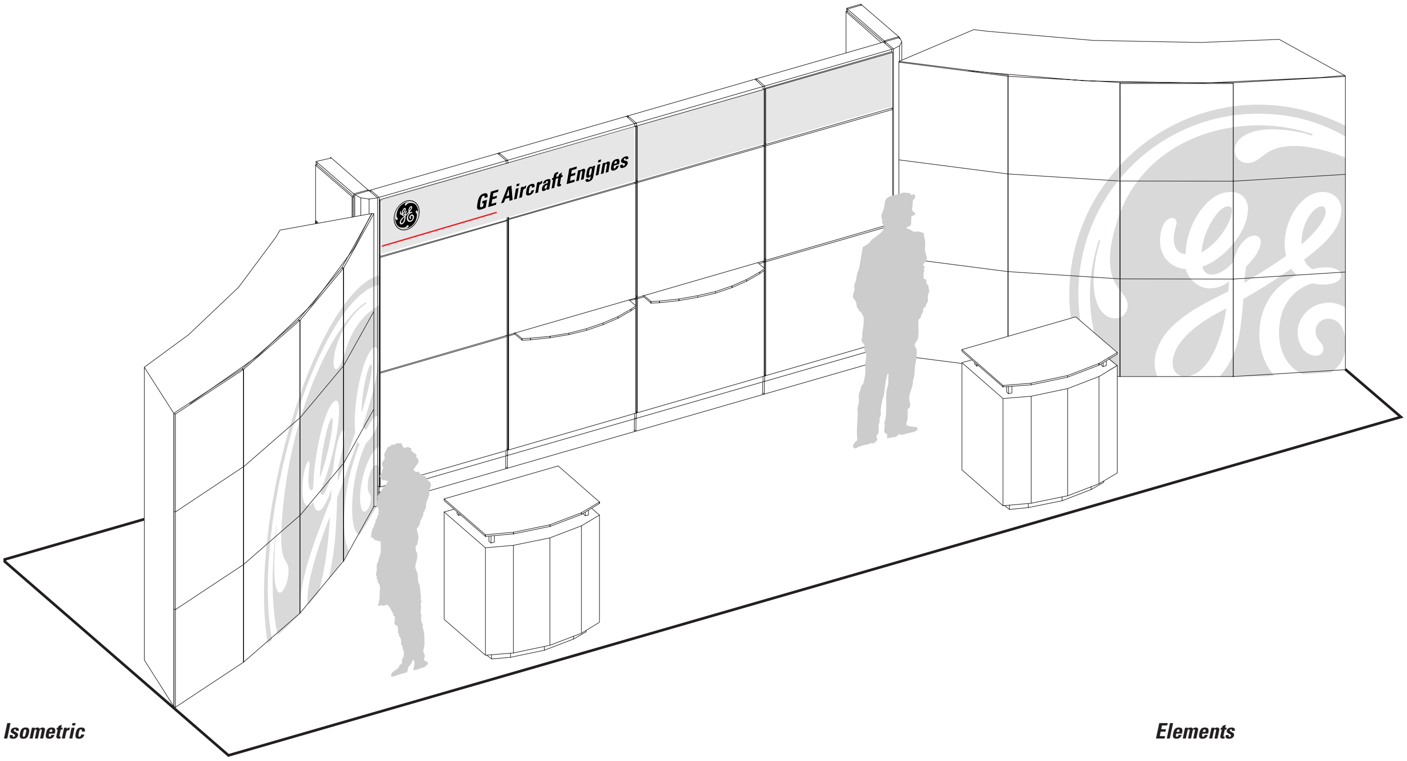


Floor Plan



Elevation

Linear Exhibit: L- 30D

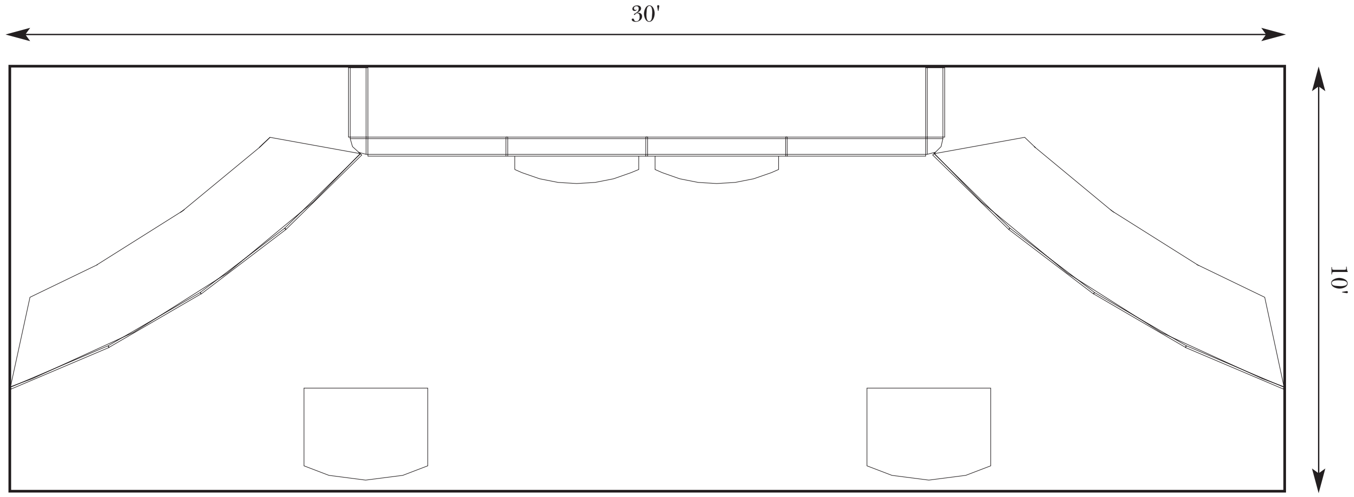


Isometric

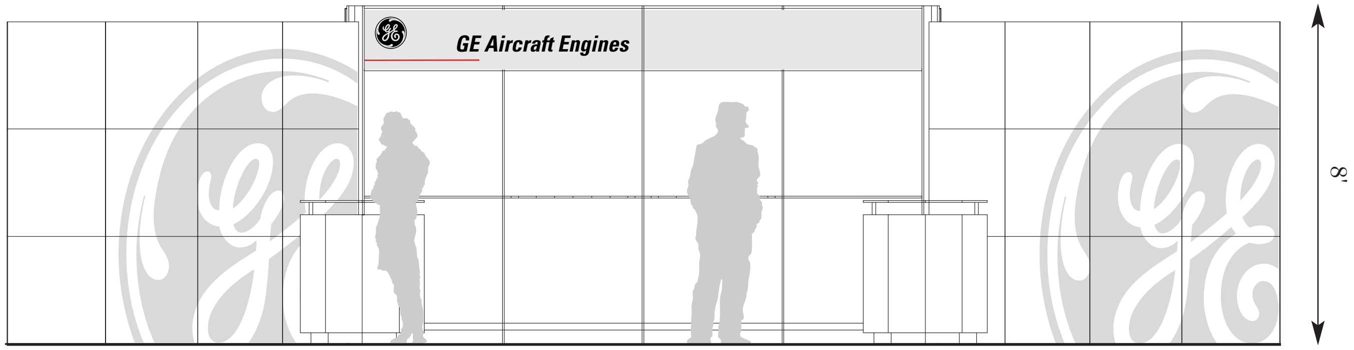
Elements

wall panel	
- 39" x 96"	4
- 19" x 96"	2
90° 2-way connector	2
3 x 4 lightwall	2
small cabinet	2
lead shelf	2
2m graphic signature overlay	1
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	2
100 sq. ft. carpet	3

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

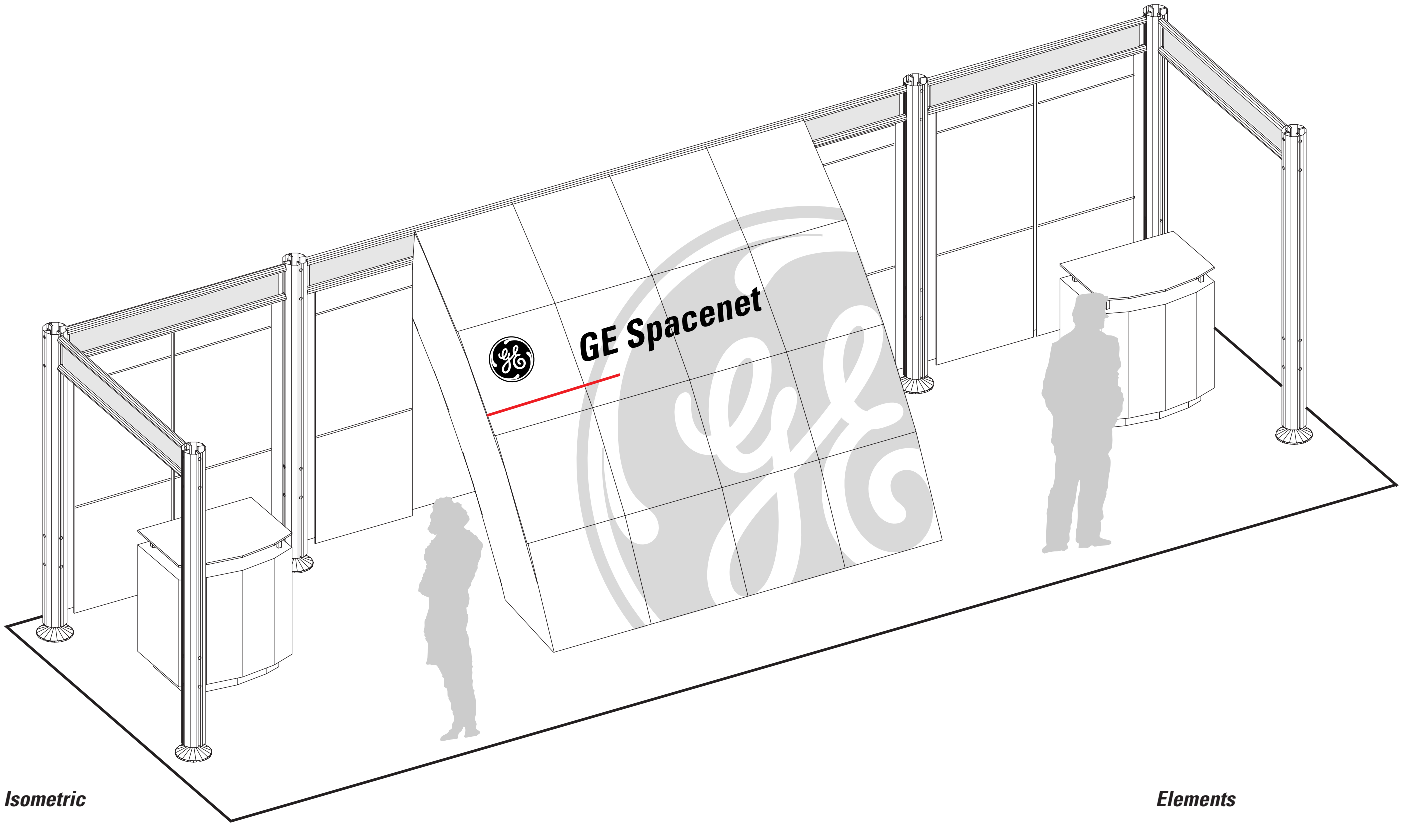


Floor Plan


GE Aircraft Engines
8'

Elevation

Linear Exhibit: L - 30E



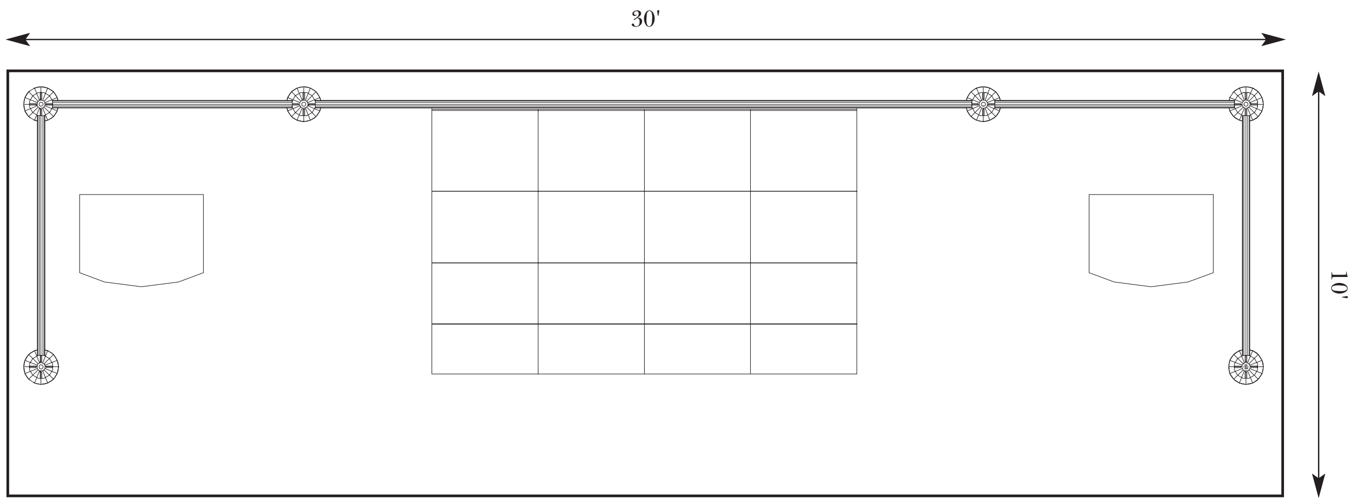
Isometric

Elements

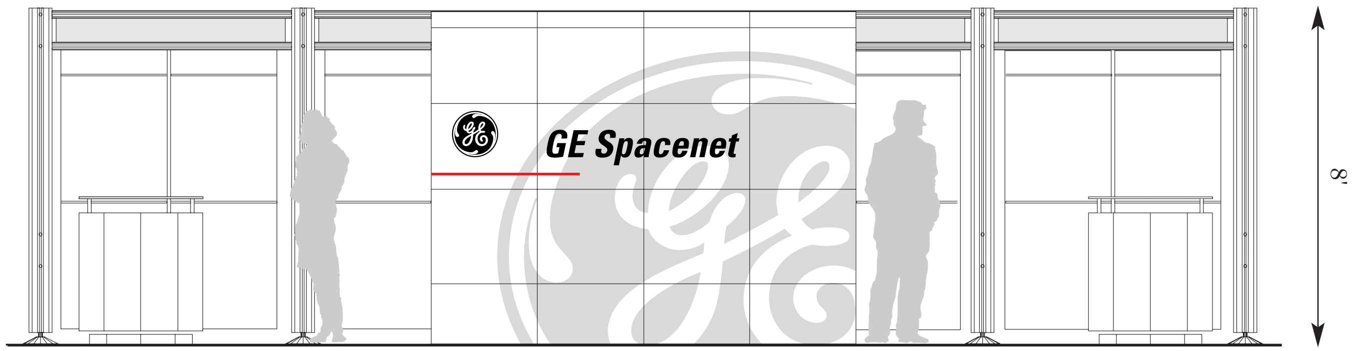
2.4m post	6
beam	
- 2m	4
- 5m	1
4 x 4 lightwall	1
small cabinet	2
Dynamic Monogram overlay	
- 4 x 4 lightwall sections	1
100 sq. ft. carpet	3
Custom:	
- Lexan panels	6
- graphic signature overlay on 1 x 3 lightwall sections	1

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 30E

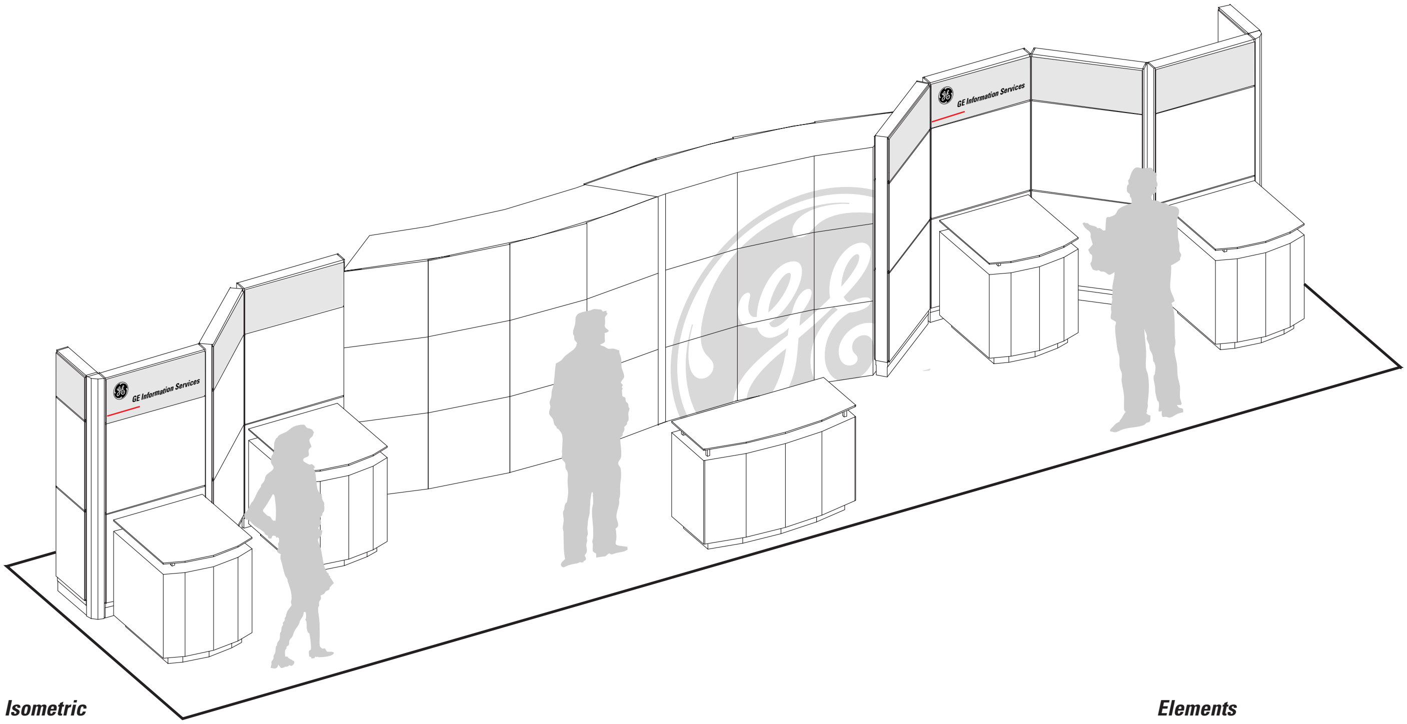


Floor Plan



Elevation

Linear Exhibit: L - 40A



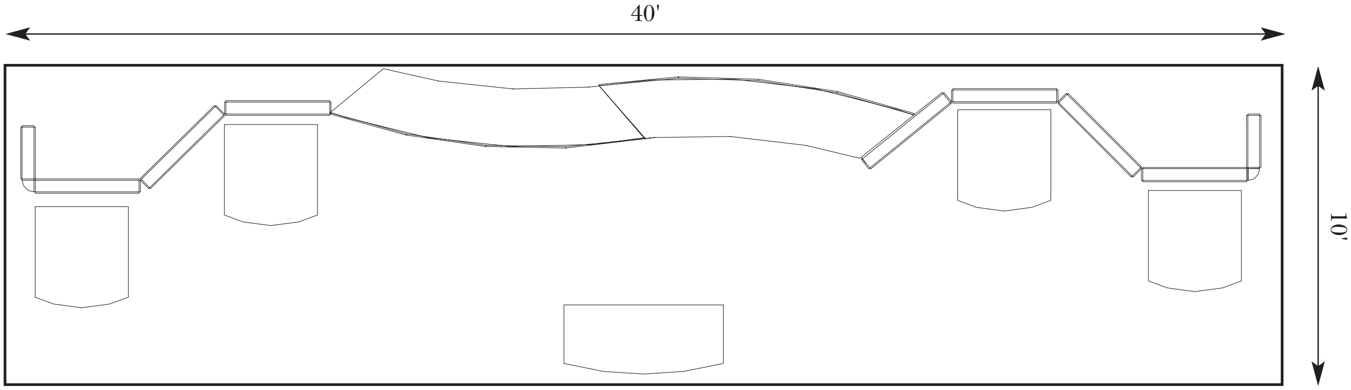
Isometric

Elements

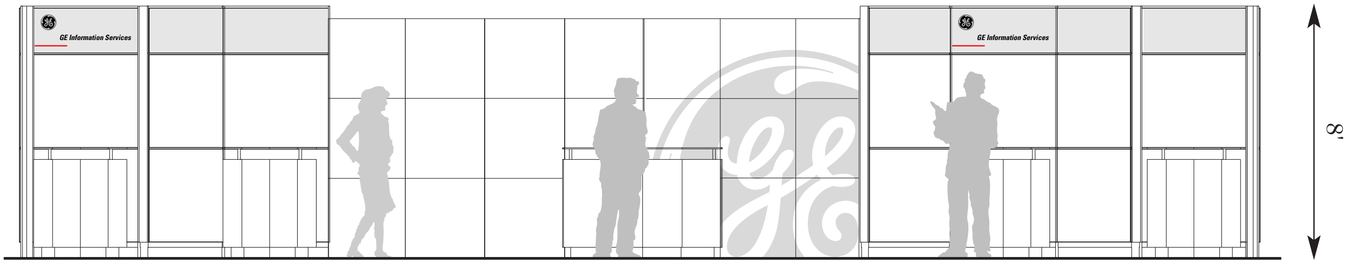
wall panel	
- 39" x 96"	7
- 19" x 96"	2
connector	
- 90° 2-way	2
- flexible	5
96" end cover	1
3 x 3 lightwall	1
3 x 4 lightwall	1
large cabinet	1
small cabinet	4
1m graphic signature overlay	2
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	1
100 sq. ft. carpet	4

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 40A

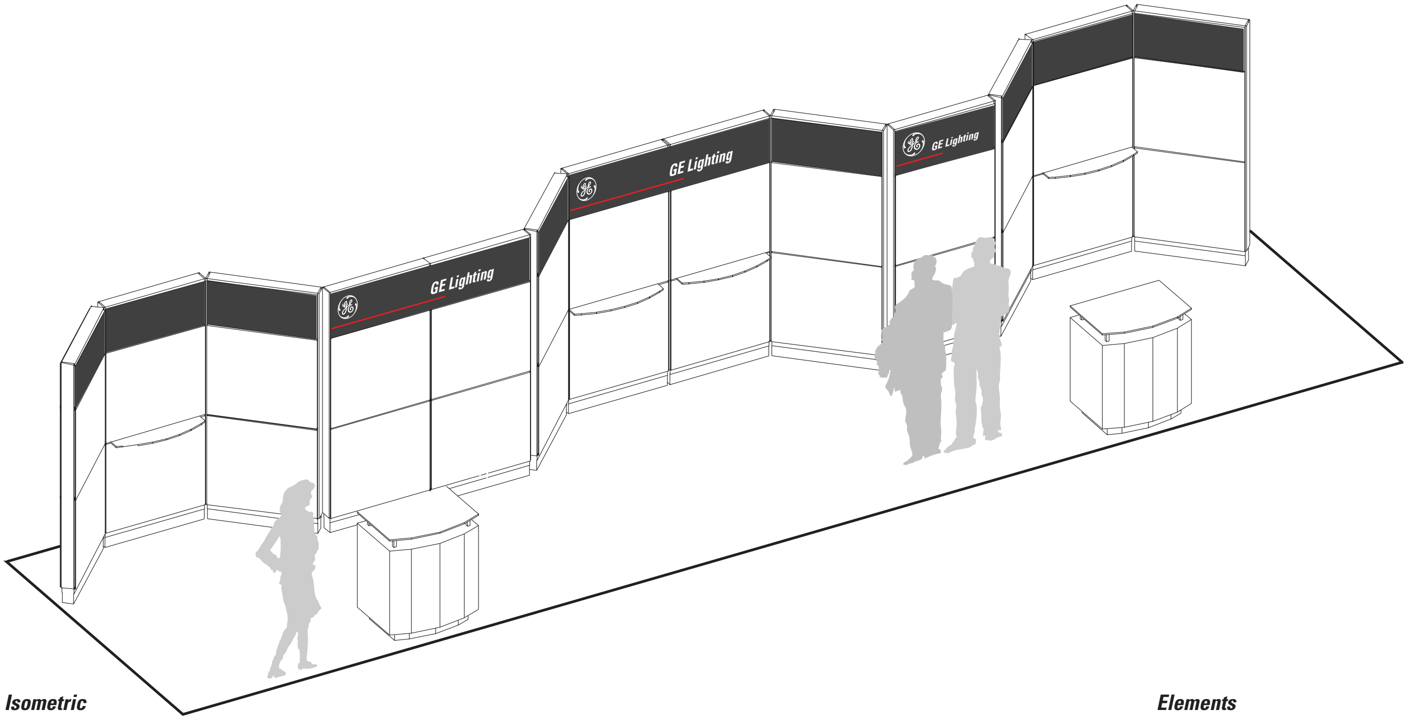


Floor Plan


GE Information Services
GE Information Services
8'

Elevation

Linear Exhibit: L - 40B



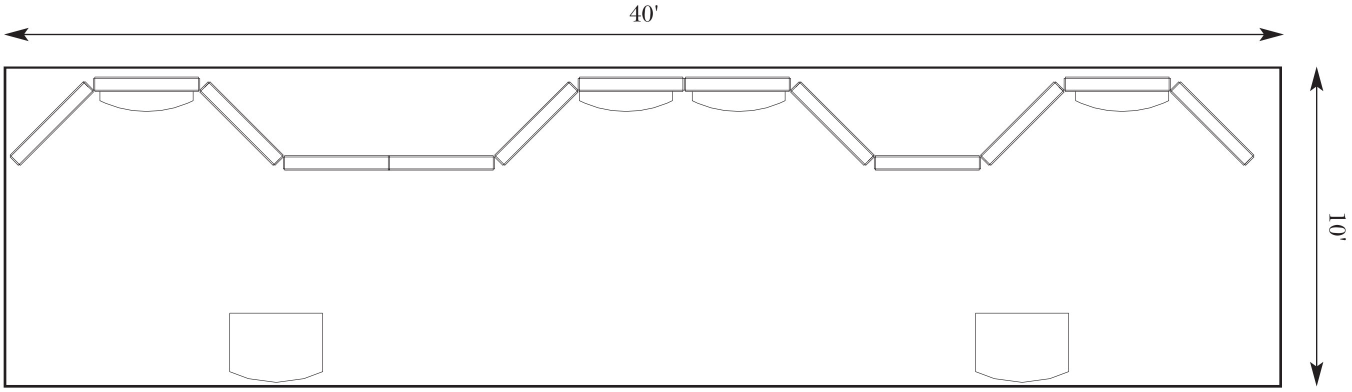
Isometric

Elements

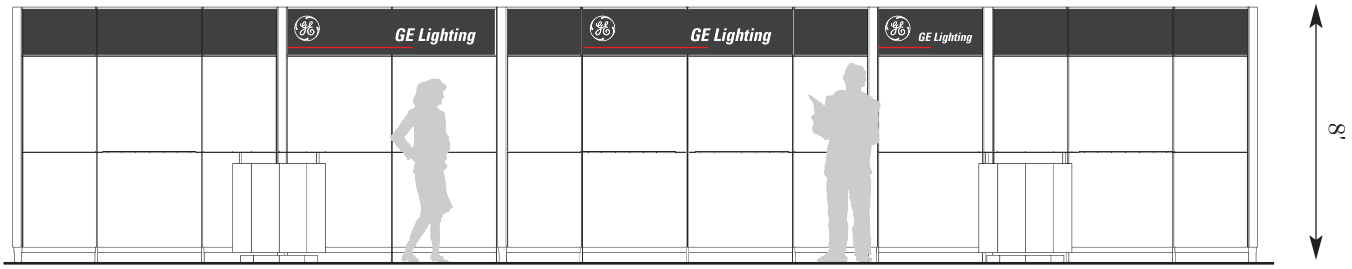
39" x 96" wall panel	13
flexible connector	10
96" end cover	2
small cabinet	2
lead shelf	4
graphic signature overlay	
- 1m	1
- 2m	2
100 sq. ft. carpet	4

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 40B

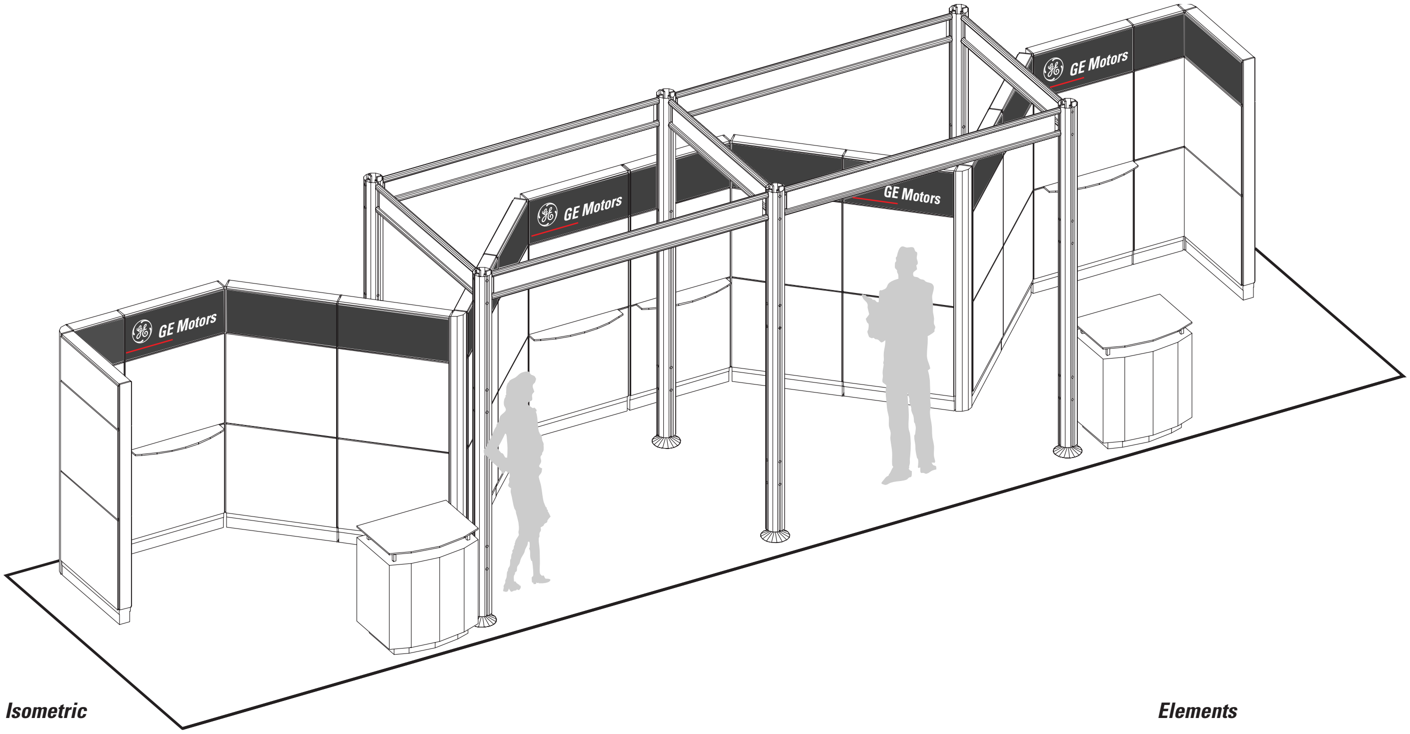


Floor Plan


GE Lighting
GE Lighting
GE Lighting
8'

Elevation

Linear Exhibit: L - 40C

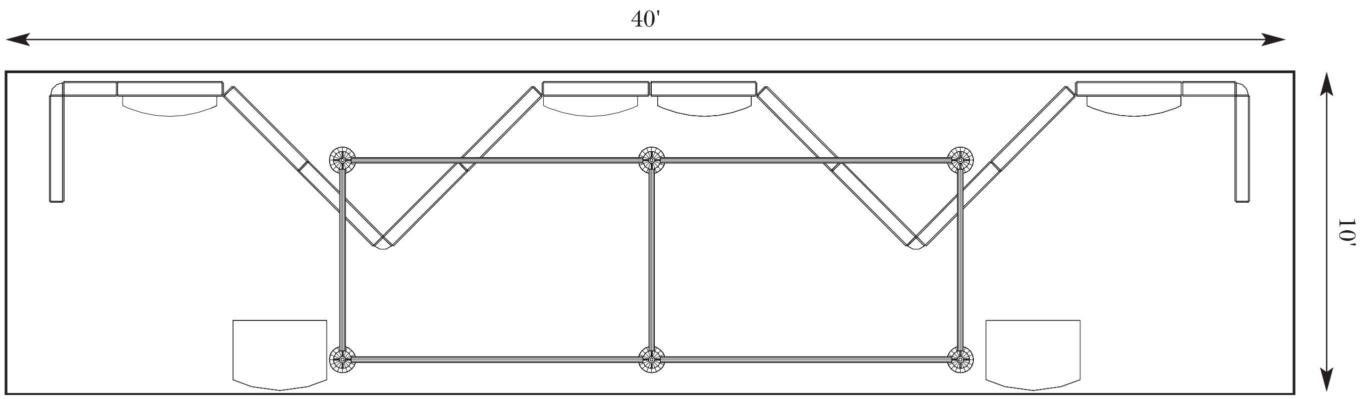


Isometric

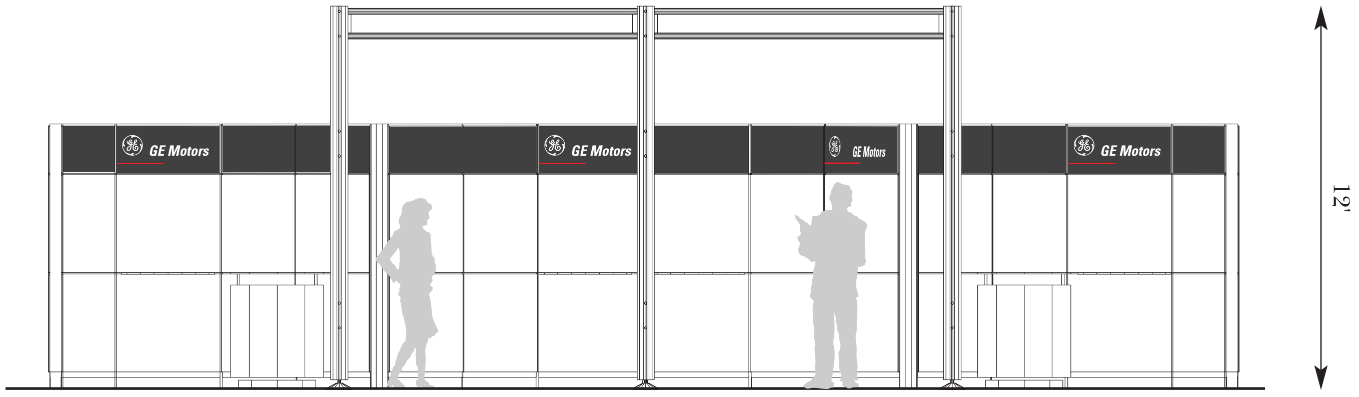
Elements

wall panel	
- 39" x 96"	14
- 19" x 96"	2
connector	
- 90° 2-way	4
- flexible	4
96" end cover	2
4m post	6
beam	
- 2m	3
- 3m	4
small cabinet	2
lead shelf	4
1m graphic signature overlay	4
100 sq. ft. carpet	4

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

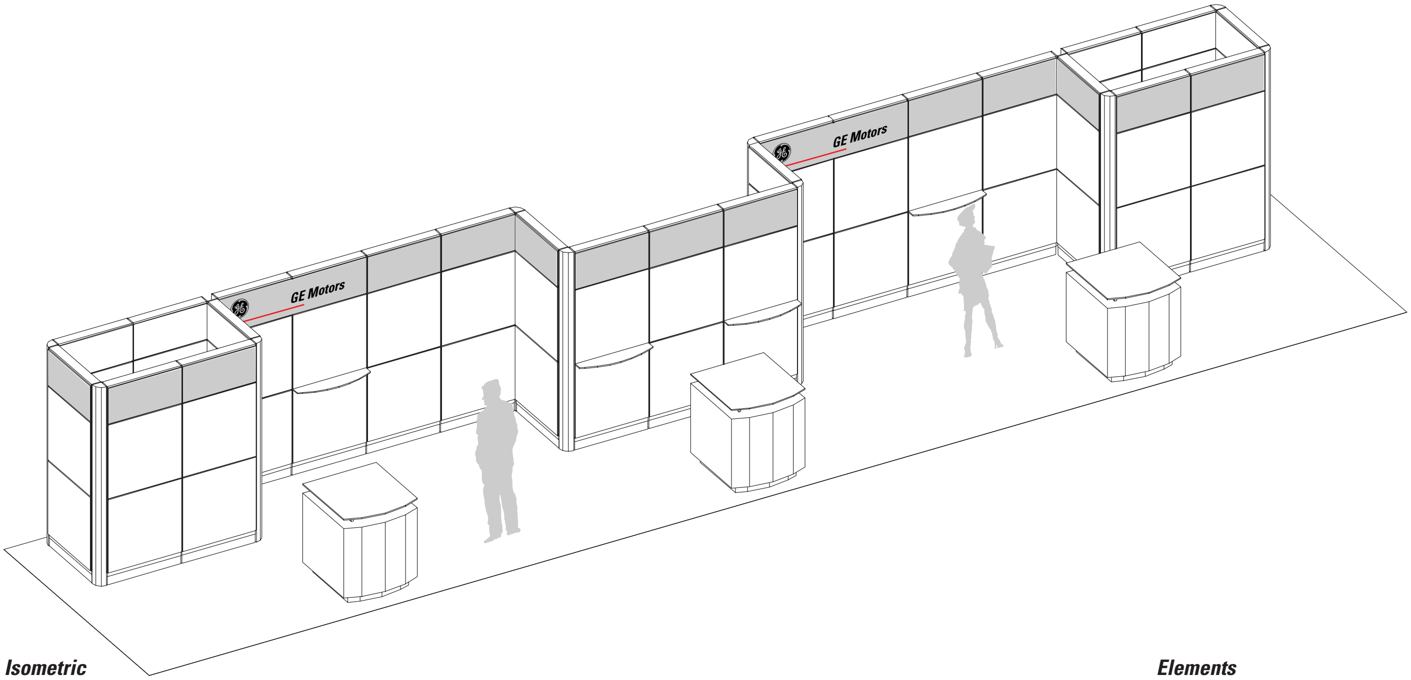


Floor Plan


GE Motors
GE Motors
GE Motors
GE Motors
12'

Elevation

Linear Exhibit: L - 50A

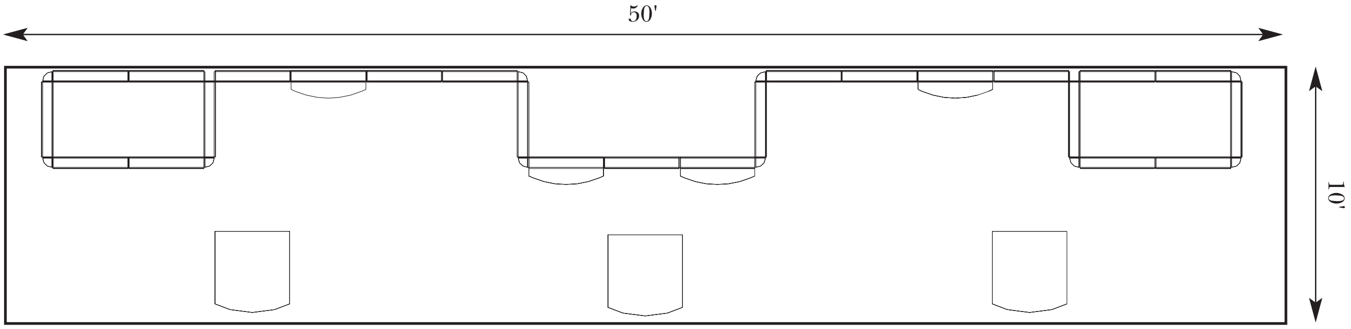


Isometric

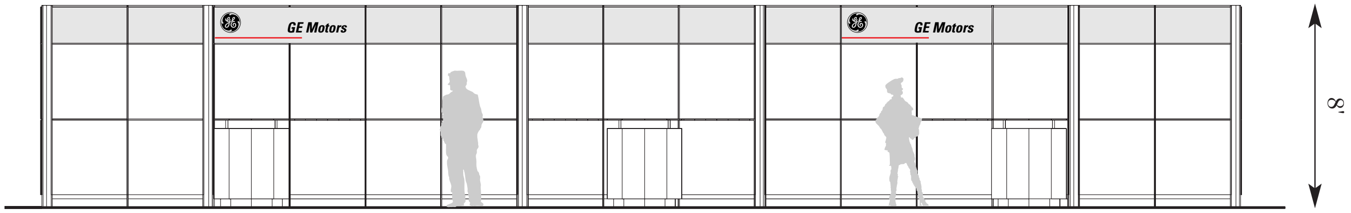
Elements

39" x 96" wall panel	*23*
door panel	*2*
connector	
- 90° 2-way	*10*
- 90° 3-way	*2*
small cabinet	*3*
lead shelf	*4*
2m graphic signature overlay	*2*
100 sq. ft. carpet	*5*

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

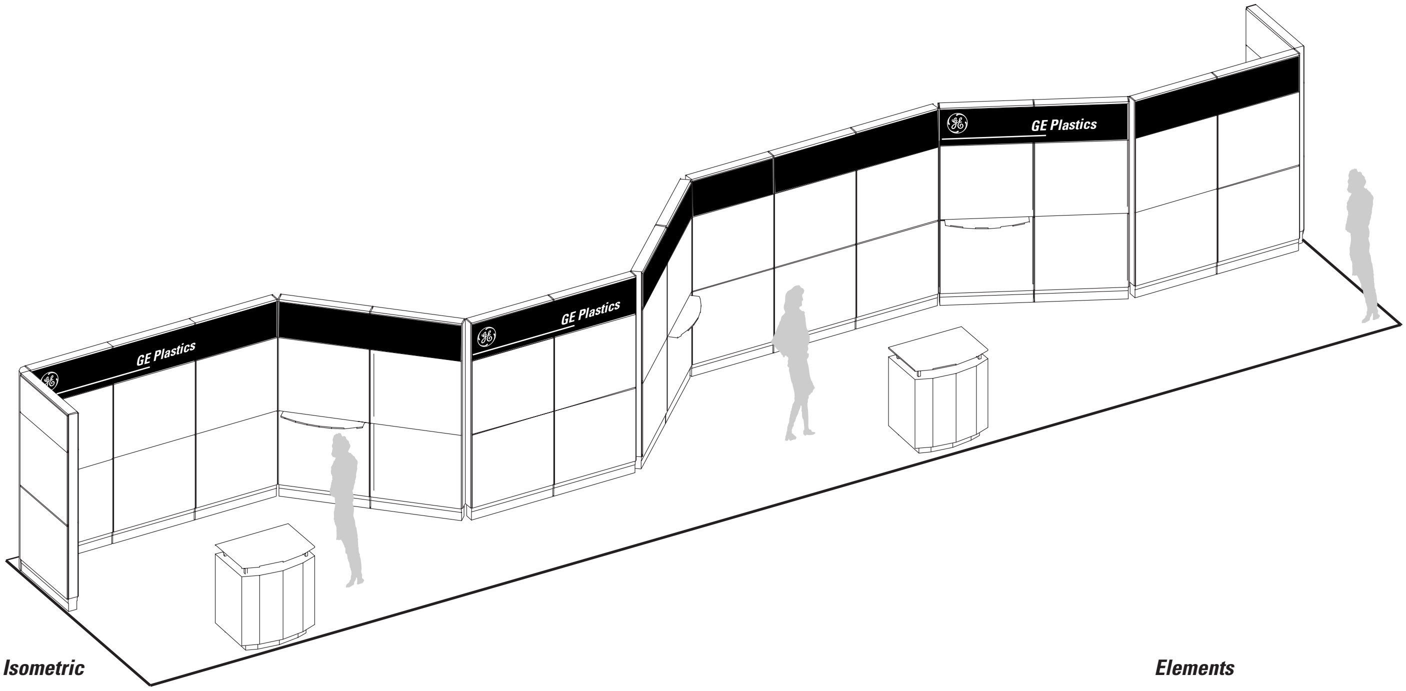


Floor Plan


GE Motors
GE Motors
8'

Elevation

Linear Exhibit: L - 50B



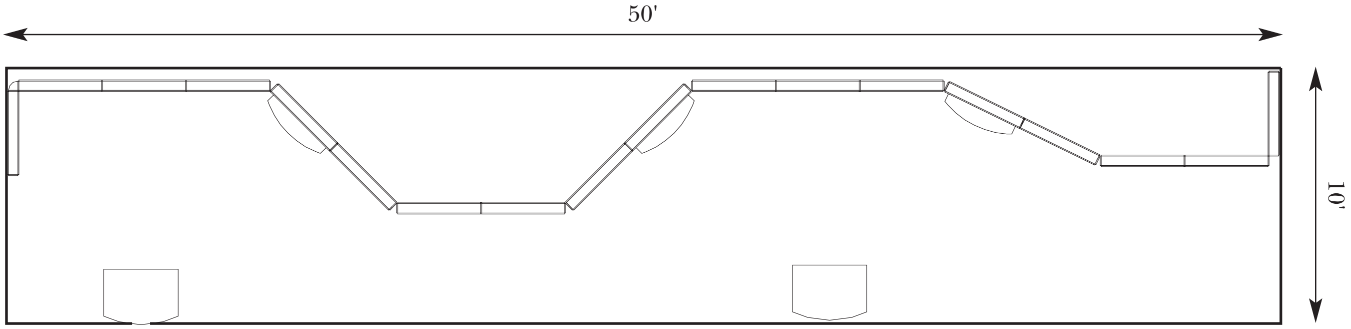
Isometric

Elements

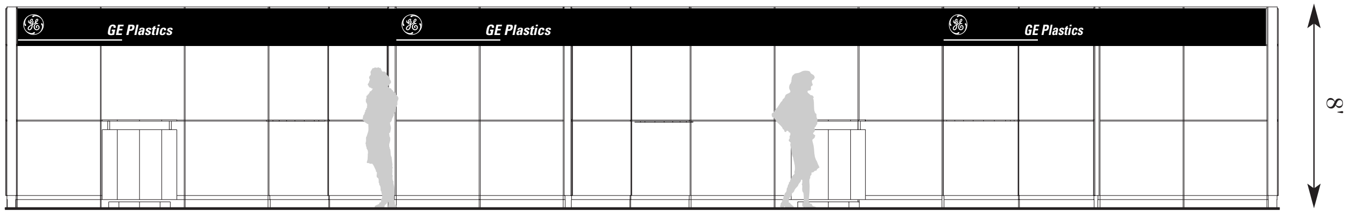
39"x 96" wall panel	18
connector	
- 90° 2-way	2
- flexible	6
96" end cover	1
small cabinet	2
lead shelf	3
2m graphic signature overlay	3
100 sq. ft. carpet	5

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 50B

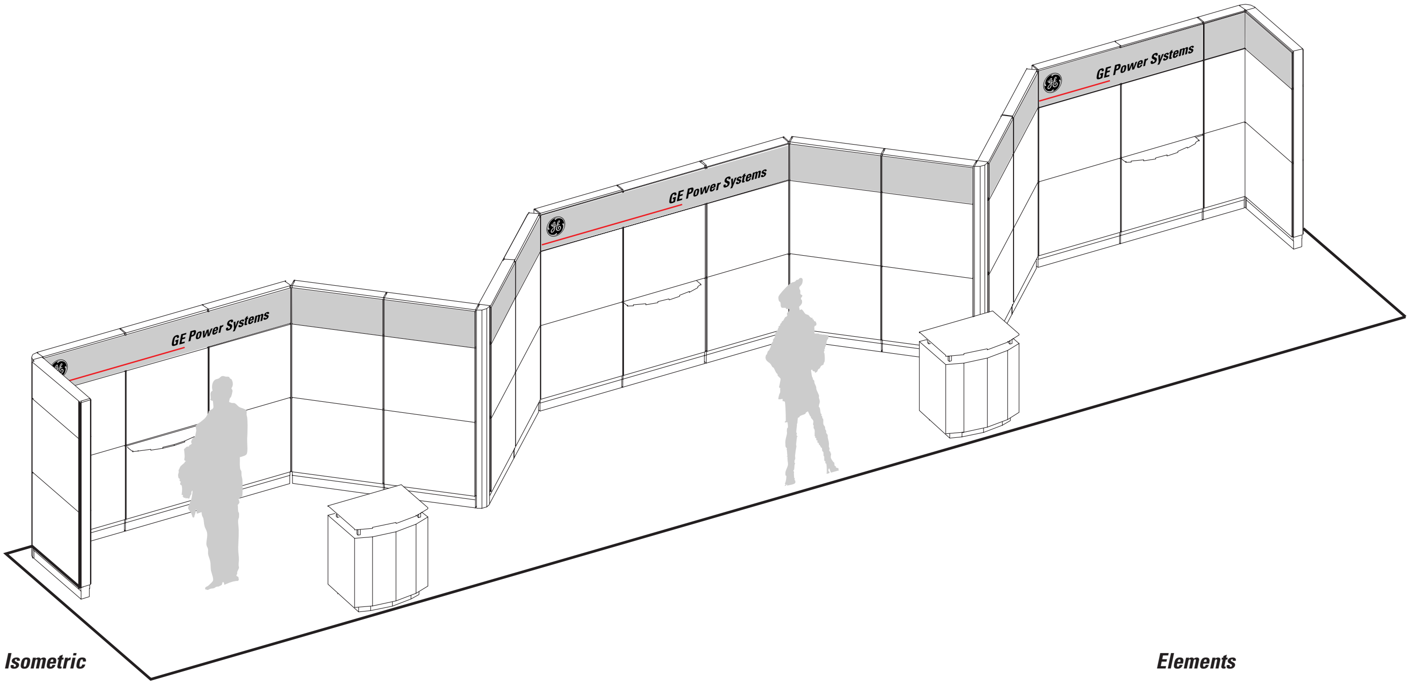


Floor Plan


GE Plastics
GE Plastics
GE Plastics
8'

Elevation

Linear Exhibit: L - 50C



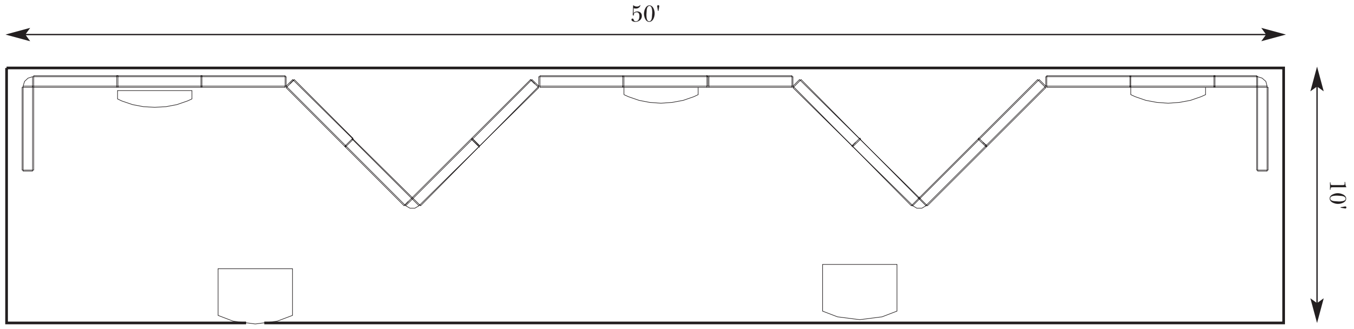
Isometric

Elements

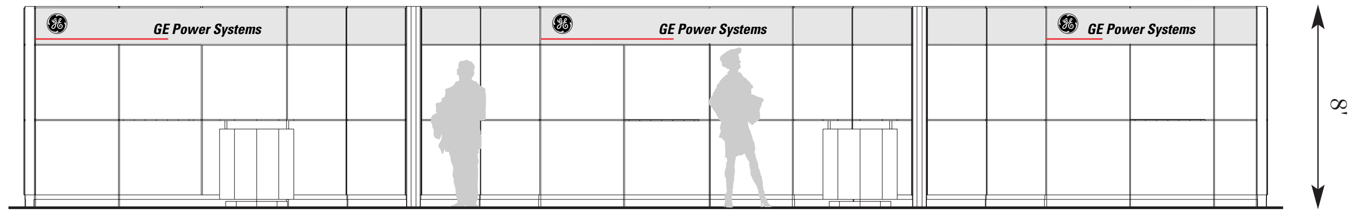
wall panel	
- 39" x 96"	18
- 19" x 96"	1
connector	
- 90° 2-way	4
- flexible	4
96" end cover	2
small cabinet	2
lead shelf	3
graphic signature overlay	
- 2m	1
- 3m	2
100 sq. ft. carpet	5

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 50C

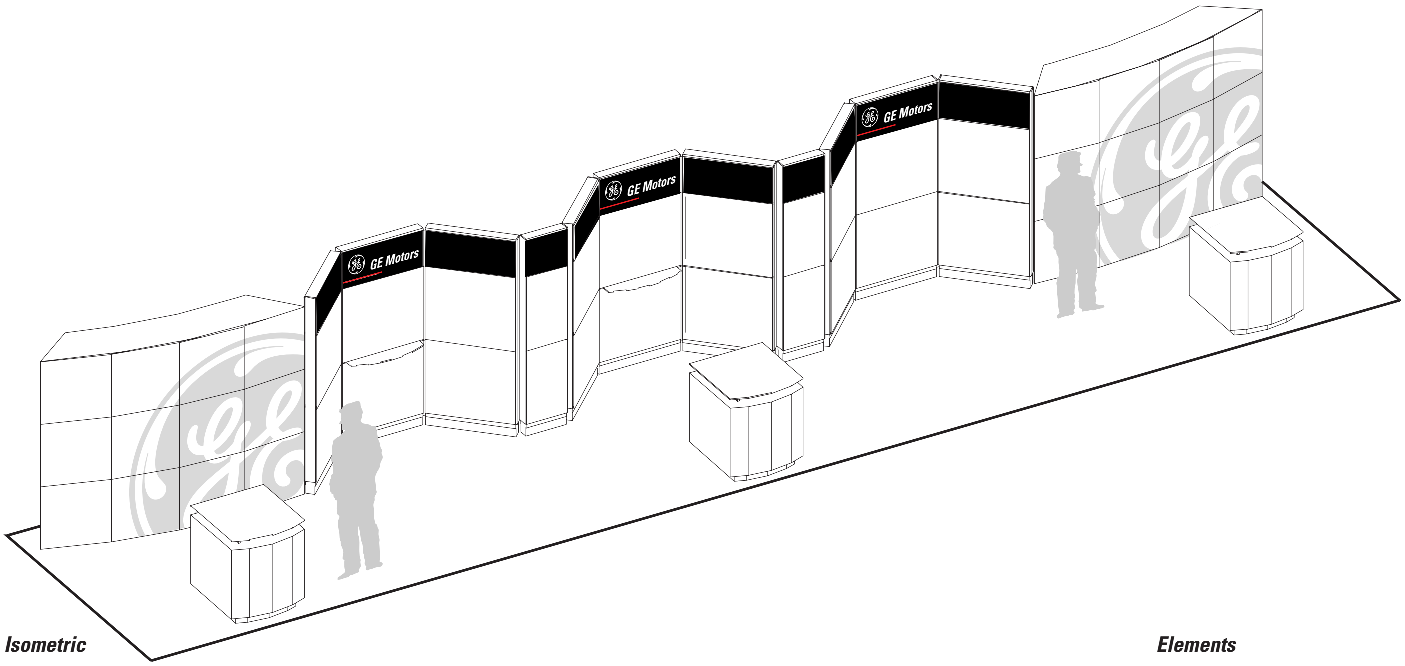


Floor Plan


GE Power Systems
GE Power Systems
GE Power Systems
8'

Elevation

Linear Exhibit: L - 50D

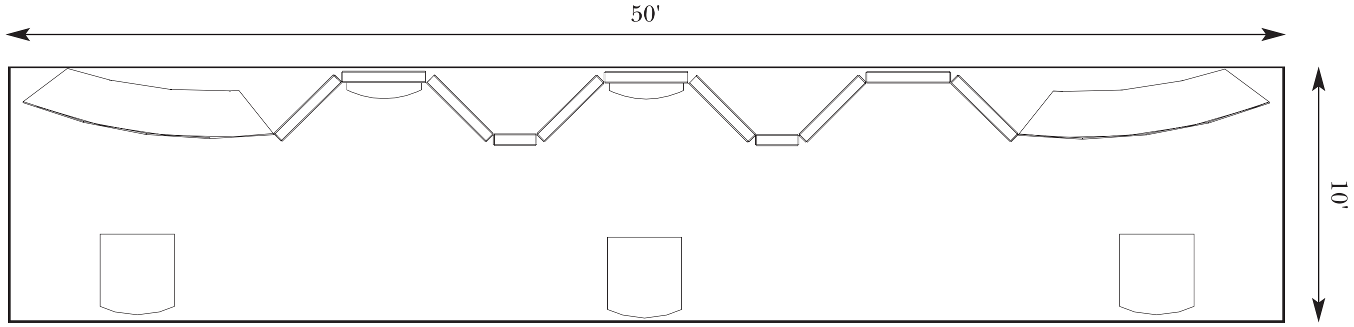


Isometric

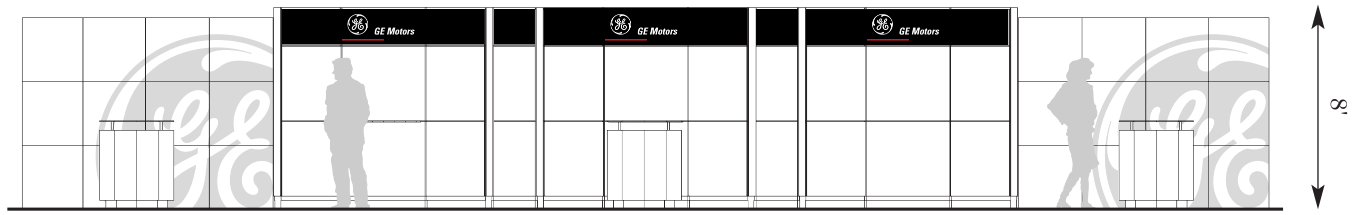
Elements

wall panel	
- 39" x 96"	9
- 19" x 96"	2
flexible connector	10
96" end cover	2
3 x 4 lightwall	2
small cabinet	3
lead shelf	2
1m graphic signature overlay	3
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	2
100 sq. ft. carpet	5

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

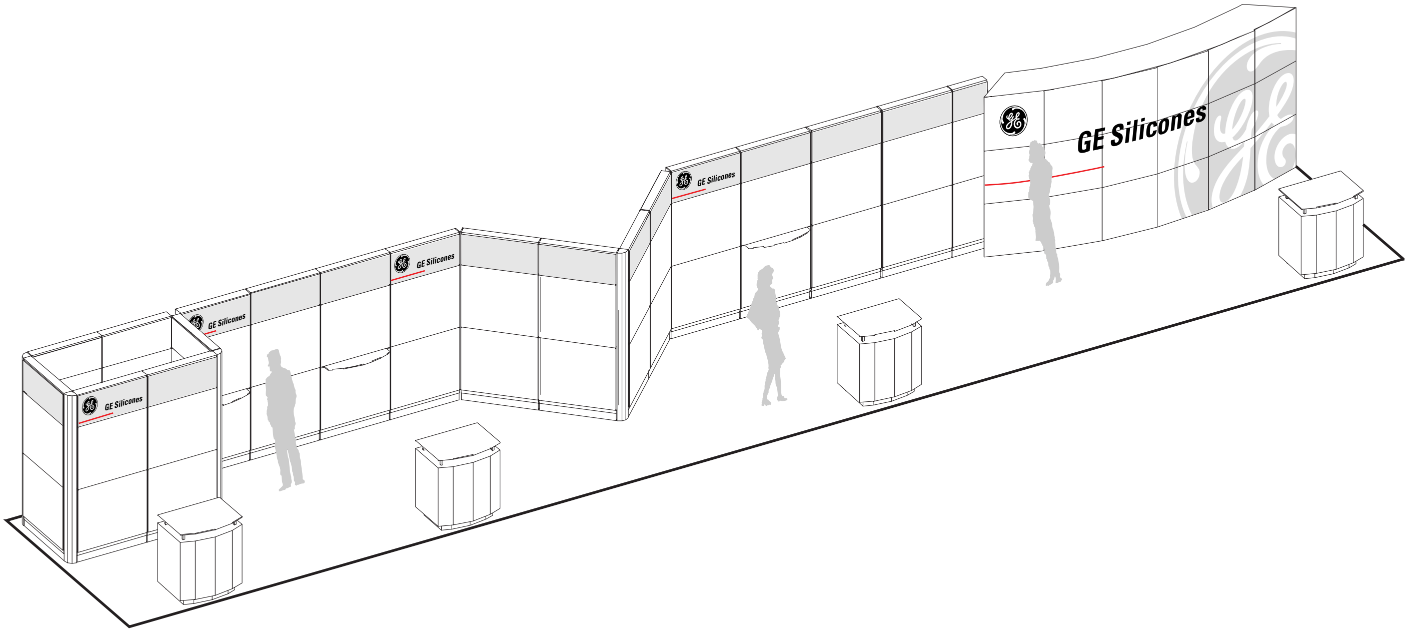


Floor Plan


GE Motors
GE Motors
GE Motors
8'

Elevation

Linear Exhibit: L - 60A



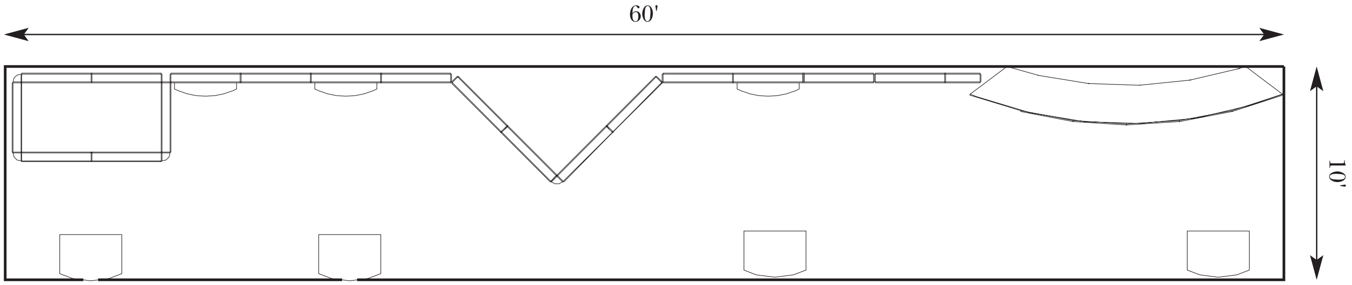
Isometric

Elements

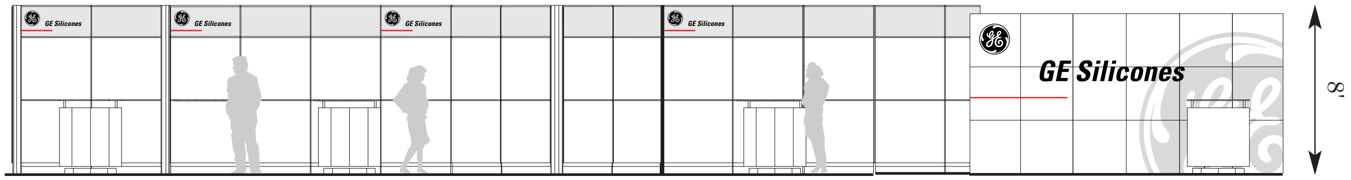
wall panel	
- 39" x 96"	17
- 19" x 96"	1
door panel	1
connector	
- 90° 2-way	4
- 90° 3-way	1
- flexible	2
3 x 6 lightwall	1
small cabinet	4
lead shelf	3
1m graphic signature overlay	4
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	1
100 sq. ft. carpet	6

custom:
graphic signature overlay
- 2 x 4 lightwall sections

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

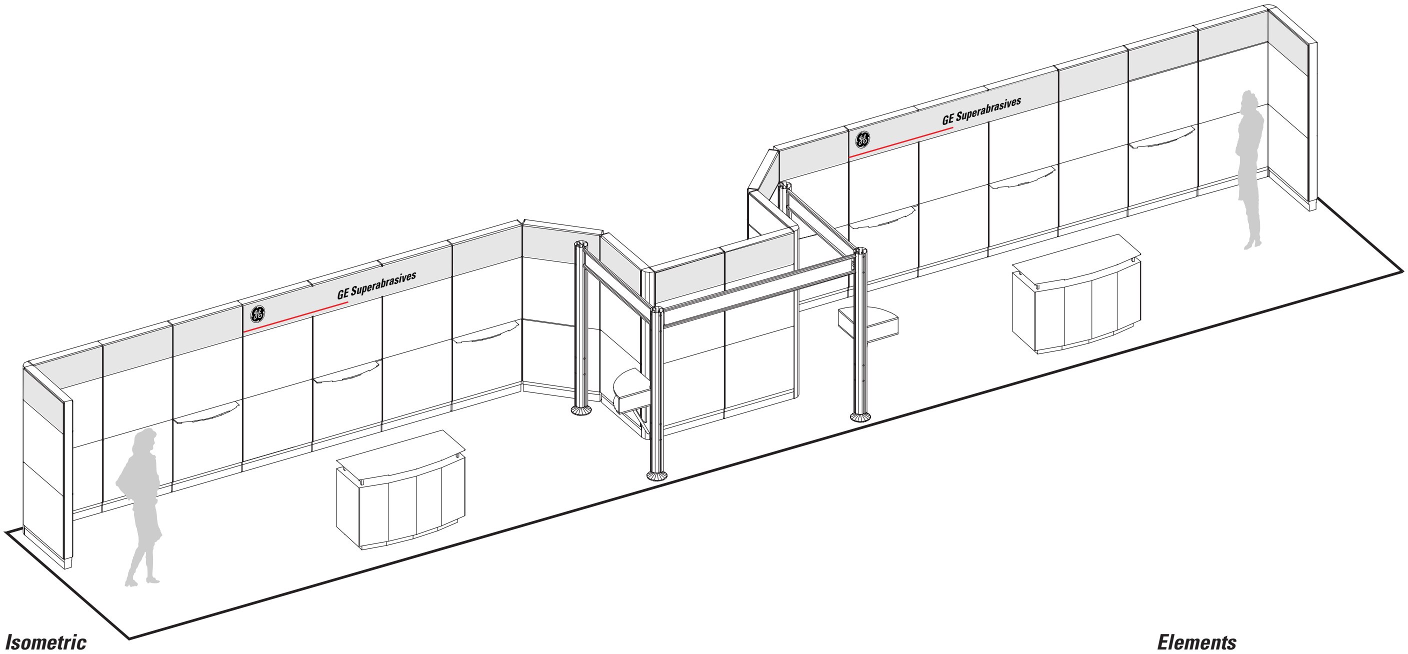


Floor Plan


GE Silicones
GE Silicones
GE Silicones
GE Silicones
GE Silicones
8'

Elevation

Linear Exhibit: L - 60B



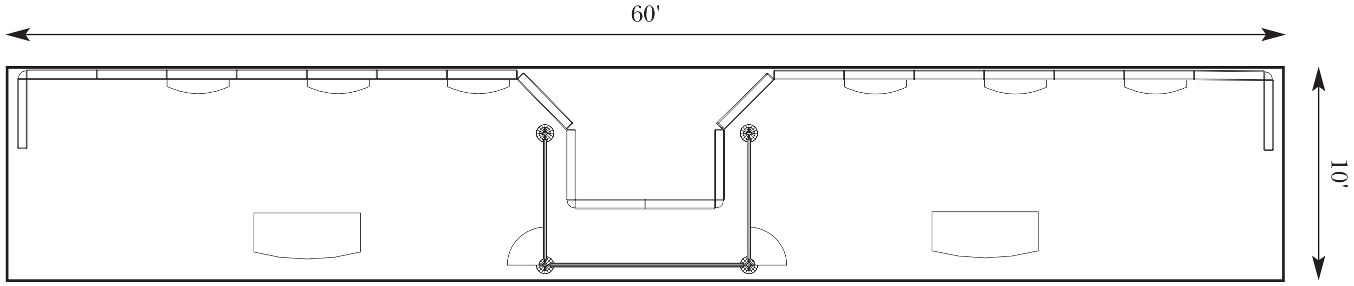
Isometric

Elements

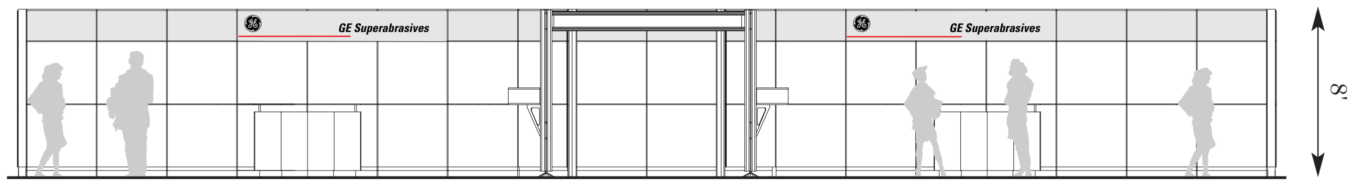
39" x 96" wall panel	22
connector	
- 90° 2-way	4
- flexible	4
96" end cover	2
2.4m post	4
beam	
- 2m	2
- 3m	1
large cabinet	2
lead shelf	6
post double shelf	2
3m graphic signature overlay	2
100 sq. ft. carpet	6

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Linear Exhibit: L - 60B

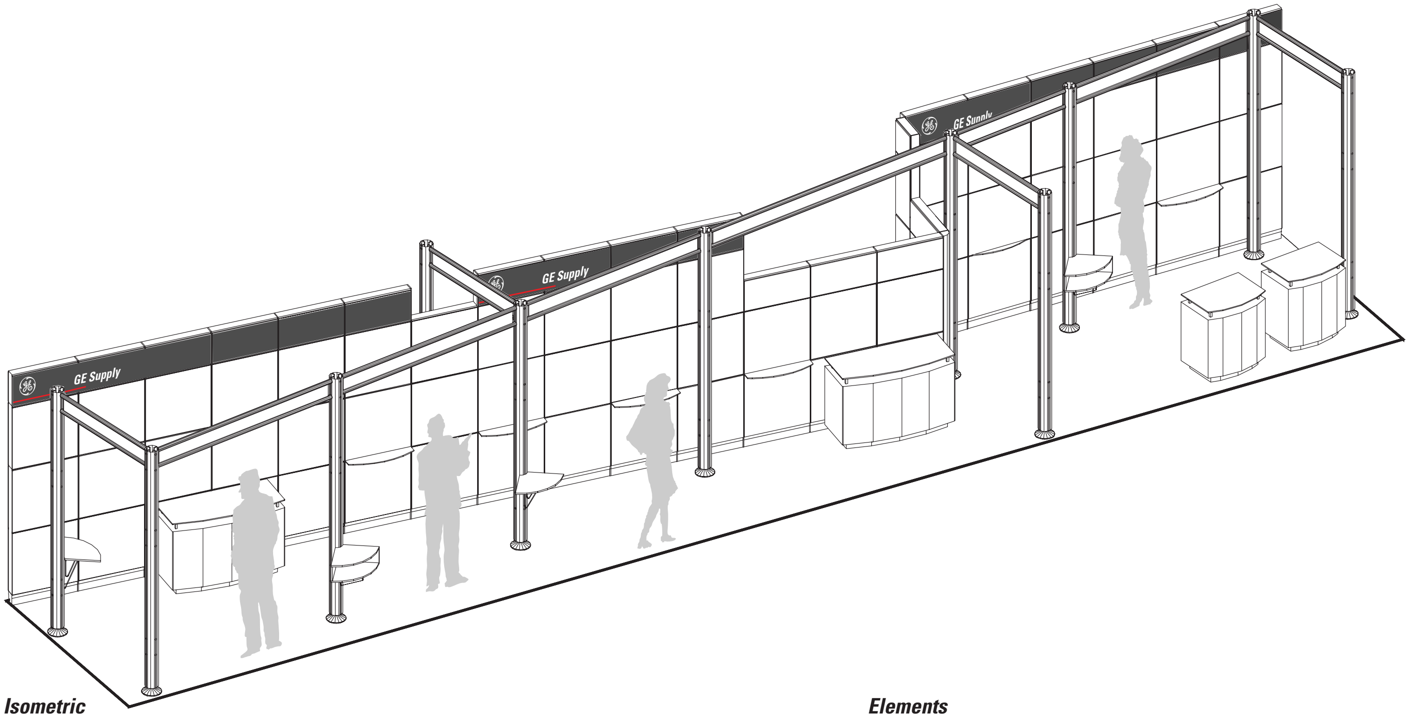


Floor Plan


GE Superabrasives
GE Superabrasives
8'

Elevation

Linear Exhibit: L - 60C

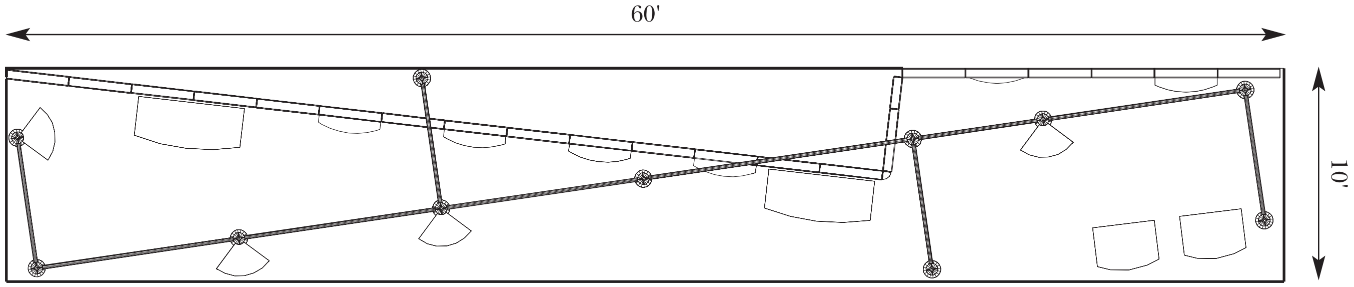


Isometric

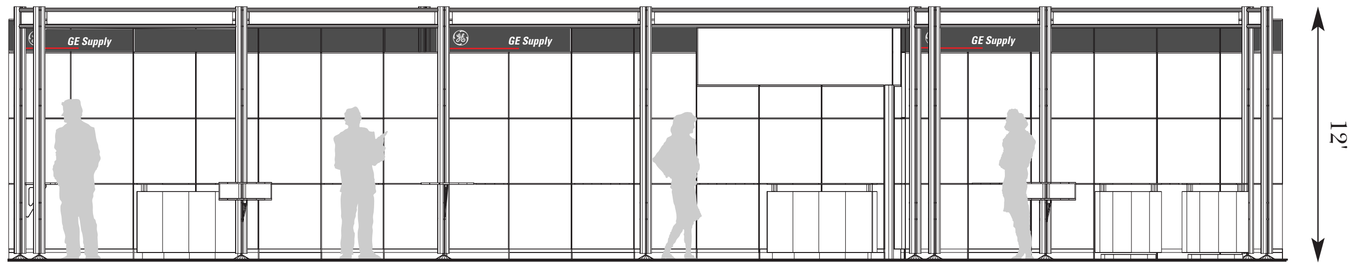
Elements

wall panel		*large cabinet*	*2*
- 39" x 96"	*21*	*small cabinet*	*2*
- 19" x 96"	*1*	*lead shelf*	*6*
- 39" x 39"	*17*	*post shelf*	*2*
- 19" x 39"	*1*	*post double shelf*	*2*
96" end cover	*2*	*2m graphic signature overlay*	*3*
39" top cover	*5*	*100 sq. ft. carpet*	*6*
connector			
- 90° 2-way	*1*		
- flexible	*1*		
3m post	*11*		
beam			
- 2m	*5*		
- 3m beam	*4*		
- 4m beam	*1*		

*Note: For the elevation
and floor plan drawings
of this exhibit configuration,
see the following page.*



Floor Plan

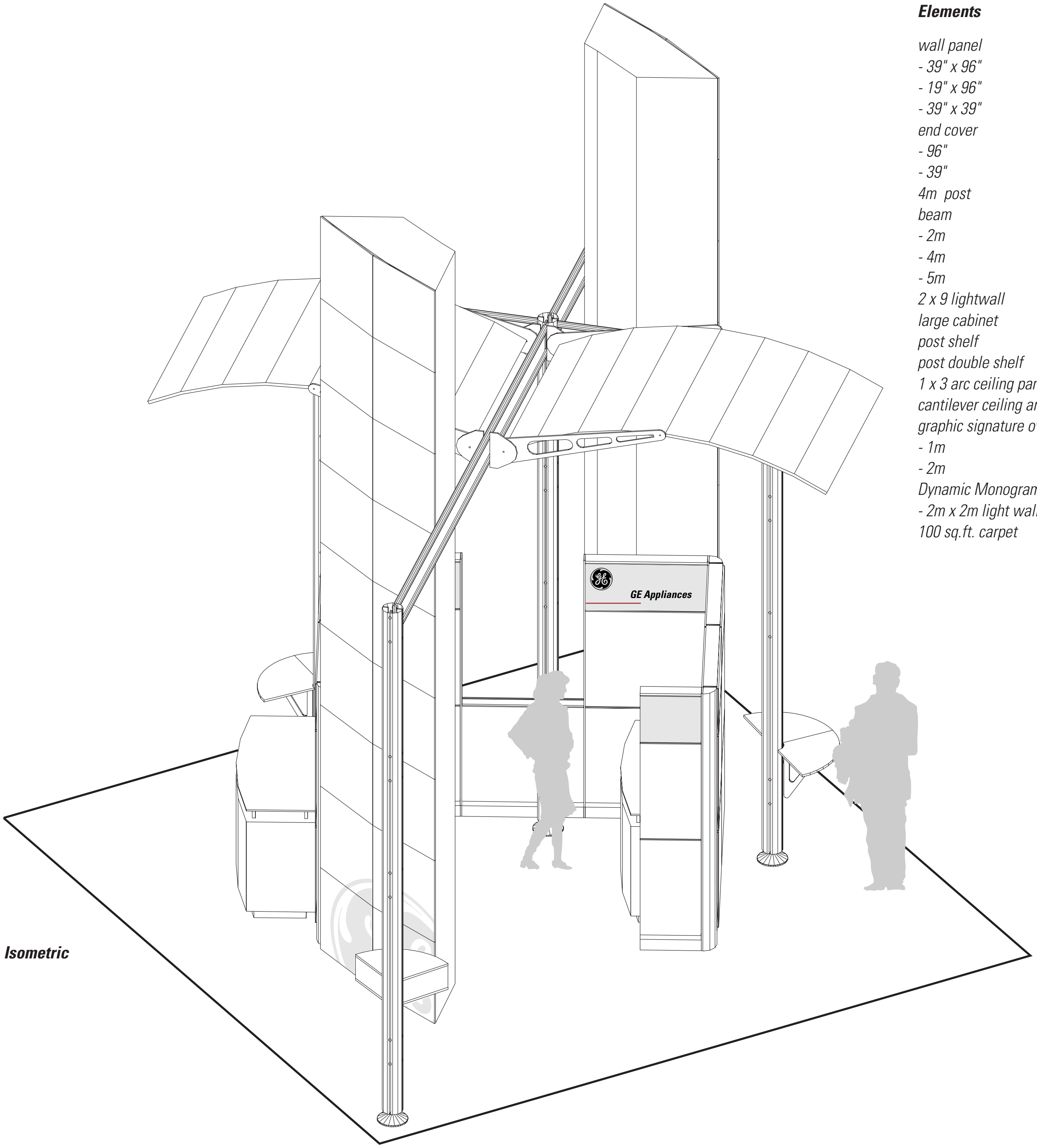

GE Supply
GE Supply
GE Supply
12'

Elevation

Island Exhibit: I - 2020A

Elements

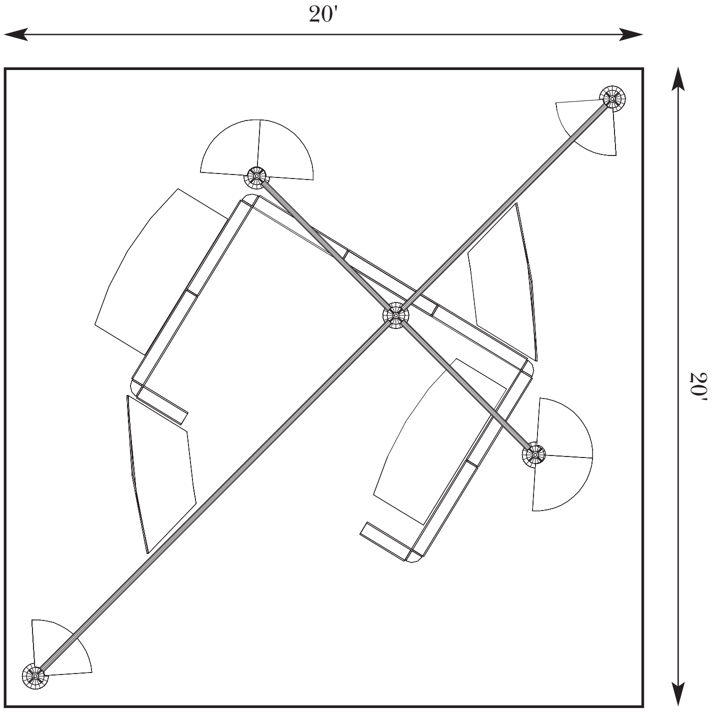
wall panel	
- 39" x 96"	6
- 19" x 96"	2
- 39" x 39"	1
end cover	
- 96"	4
- 39"	1
4m post	5
beam	
- 2m	2
- 4m	1
- 5m	1
2 x 9 lightwall	2
large cabinet	2
post shelf	4
post double shelf	2
1 x 3 arc ceiling panel	2
cantilever ceiling arm	4
graphic signature overlay	
- 1m	2
- 2m	2
Dynamic Monogram overlay	
- 2m x 2m light wall sections	2
100 sq.ft. carpet	4



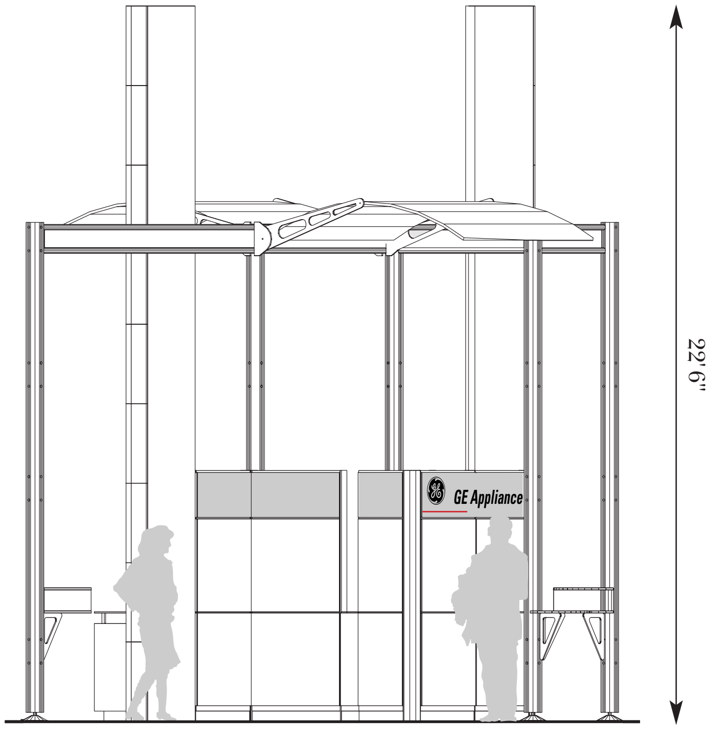
Isometric

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

Island Exhibit: I - 2020A

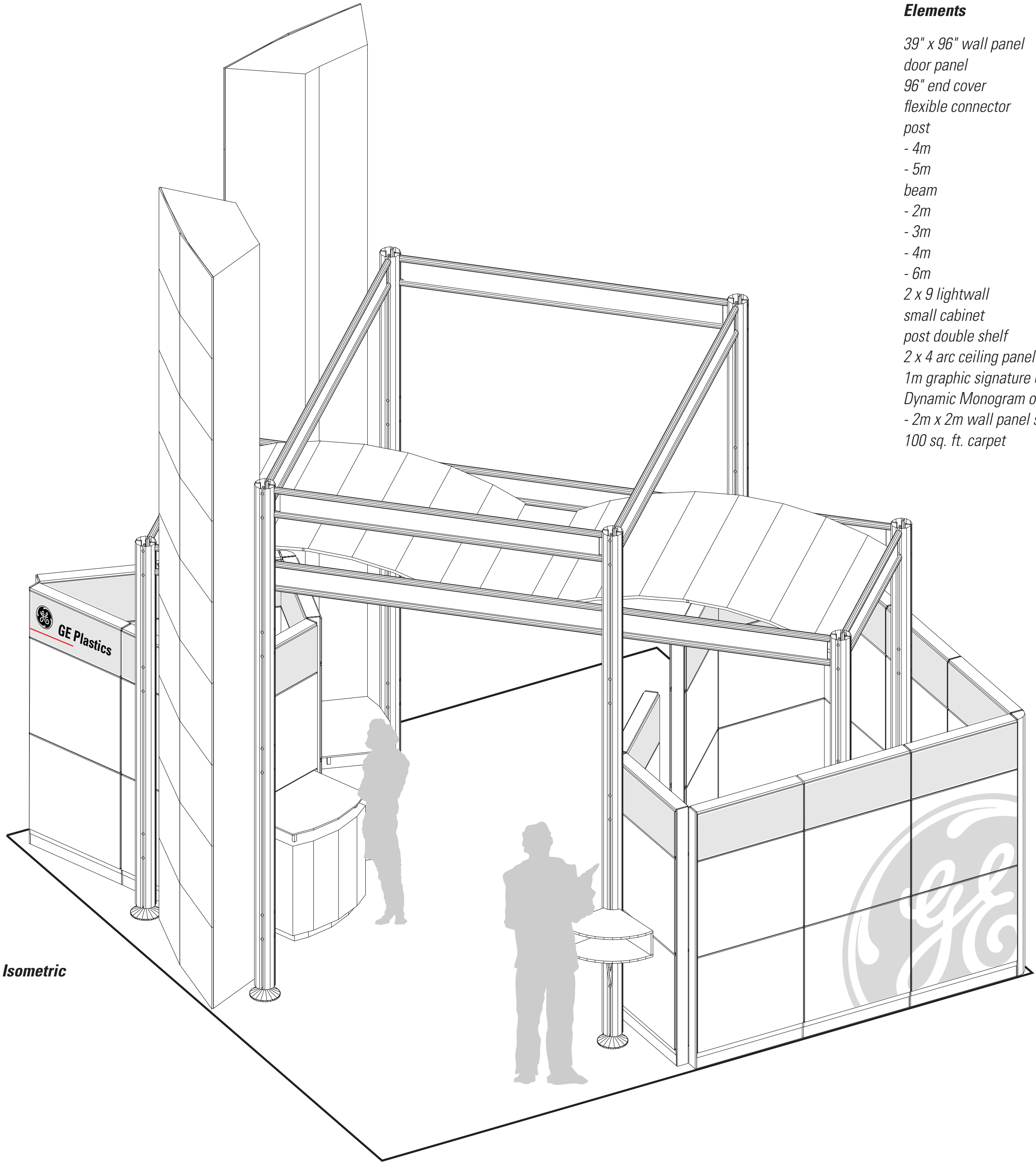


Floor Plan



Elevation

Island Exhibit: I - 2020B

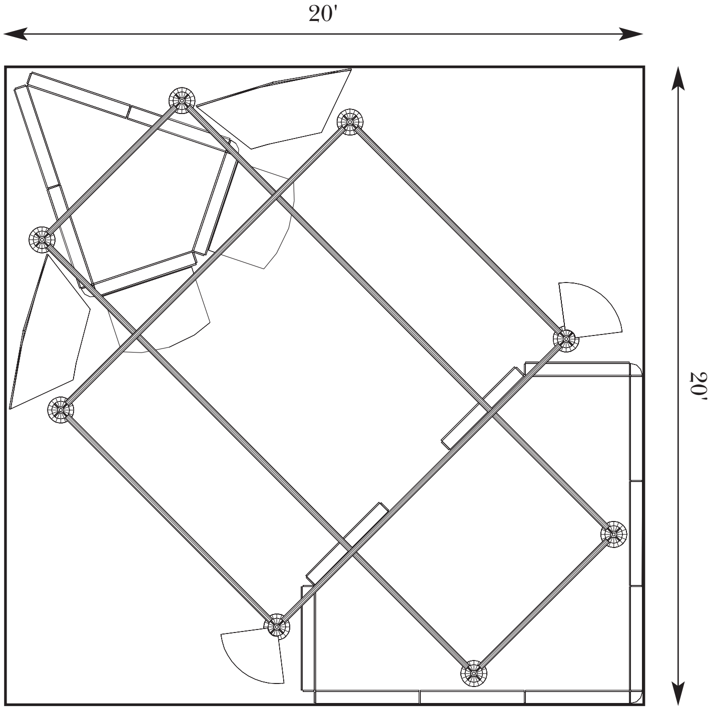


Isometric

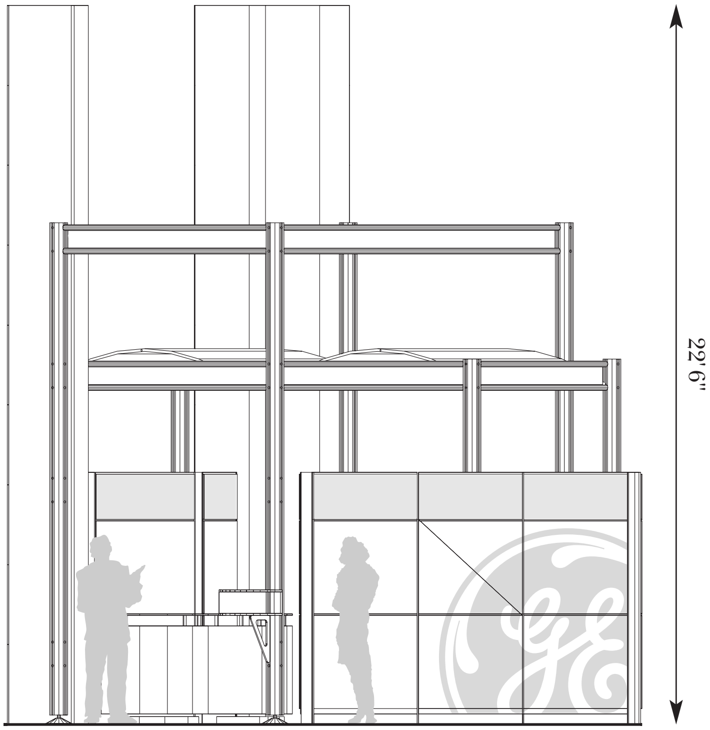
Elements

39" x 96" wall panel	15
door panel	1
96" end cover	2
flexible connector	4
post	
- 4m	4
- 5m	4
beam	
- 2m	2
- 3m	2
- 4m	2
- 6m	2
2 x 9 lightwall	2
small cabinet	2
post double shelf	2
2 x 4 arc ceiling panel	2
1m graphic signature overlay	2
Dynamic Monogram overlay	
- 2m x 2m wall panel surface	2
100 sq. ft. carpet	4

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.



Floor Plan

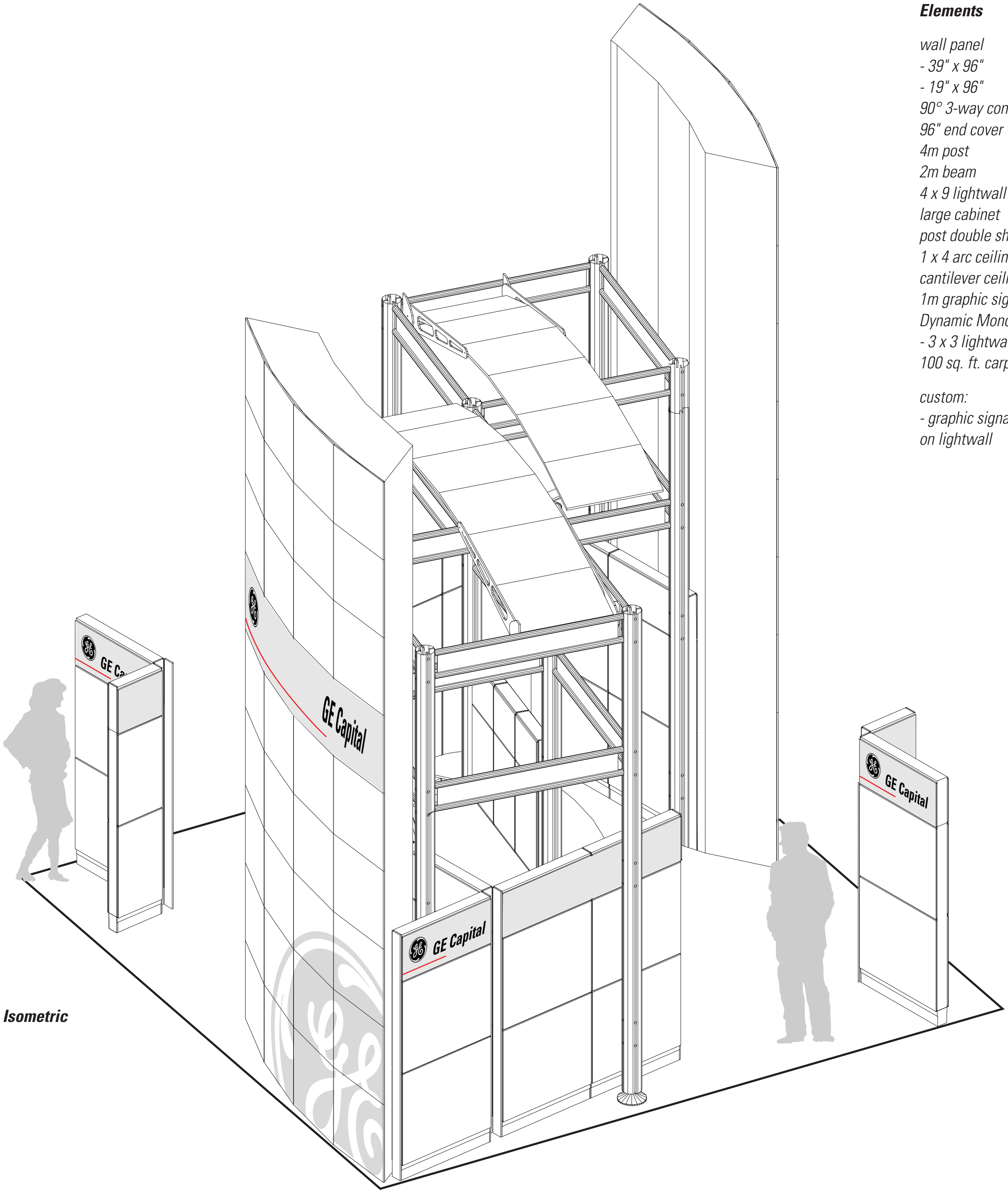


Elevation

Elements

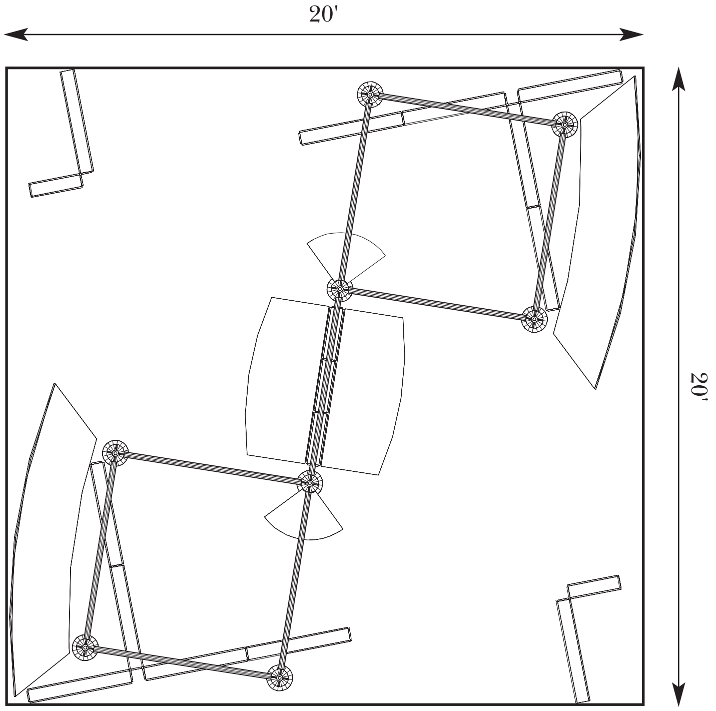
wall panel	
- 39" x 96"	*12*
- 19" x 96"	*2*
90° 3-way connector	*2*
96" end cover	*8*
4m post	*8*
2m beam	*18*
4 x 9 lightwall	*2*
large cabinet	*2*
post double shelf	*2*
1 x 4 arc ceiling panel	*2*
cantilever ceiling arm	*8*
1m graphic signature overlay	*7*
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	*2*
100 sq. ft. carpet	*4*

custom:
- graphic signature overlay
on lightwall

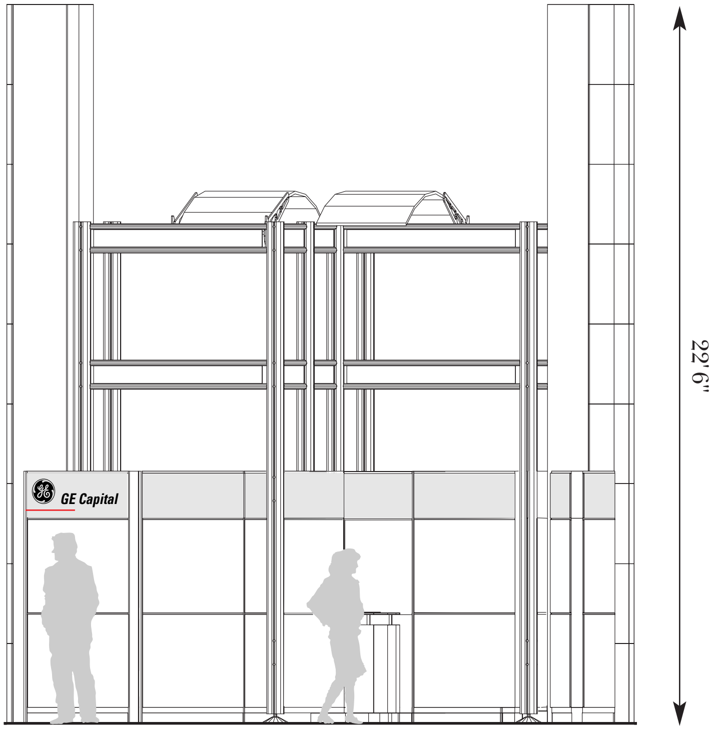


Isometric

Note: For the elevation
and floor plan drawings
of this exhibit configuration,
see the following page.

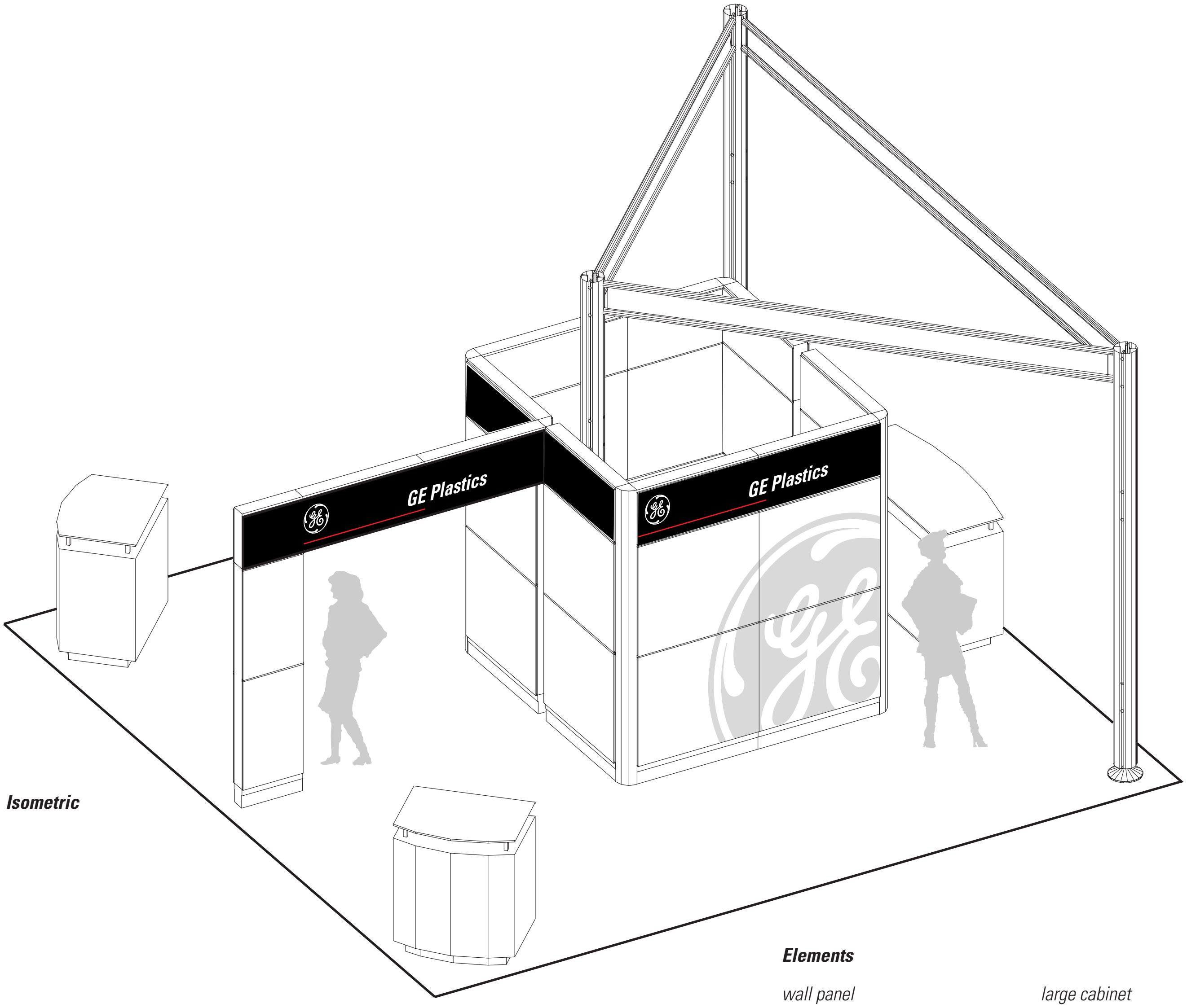


Floor Plan



Elevation

Island Exhibit: I - 2020D

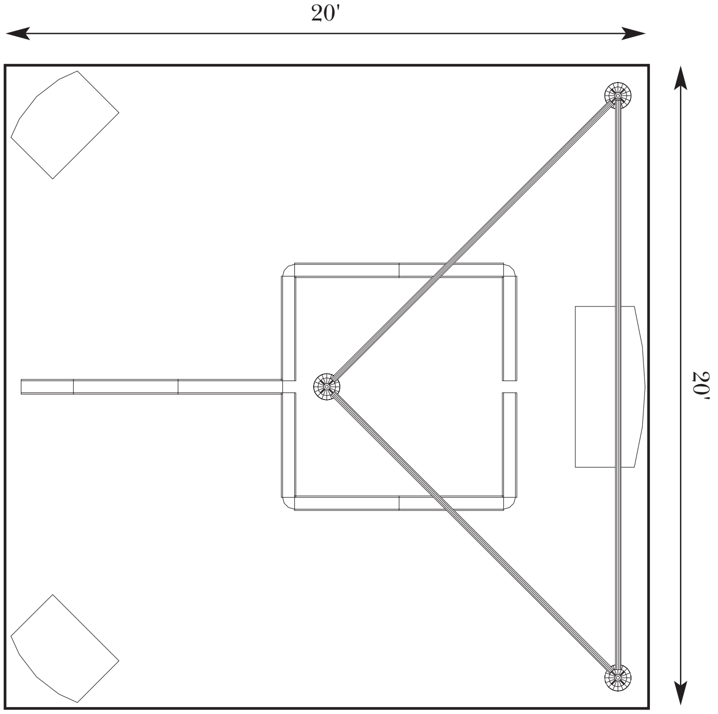


Isometric

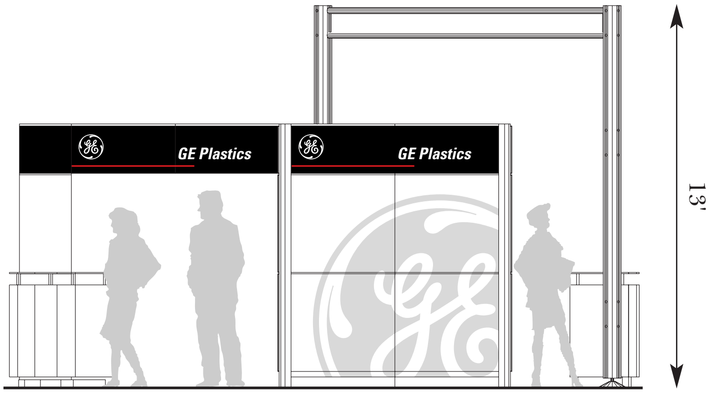
Elements

wall panel		large cabinet	1
- 39" x 96"	7	small cabinet	2
- 19" x 96"	1	2m graphic signature overlay	4
- 19" x 39"	2	Dynamic Monogram overlay	
door panel	1	- 2m x 2m wall panel surface	2
96" end cover	1	100 sq. ft. carpet	4
connector			
- 90° 2-way	4		
- 90° 3-way	2		
4m post	3		
beam			
- 4m	2		
- 6m	1		

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

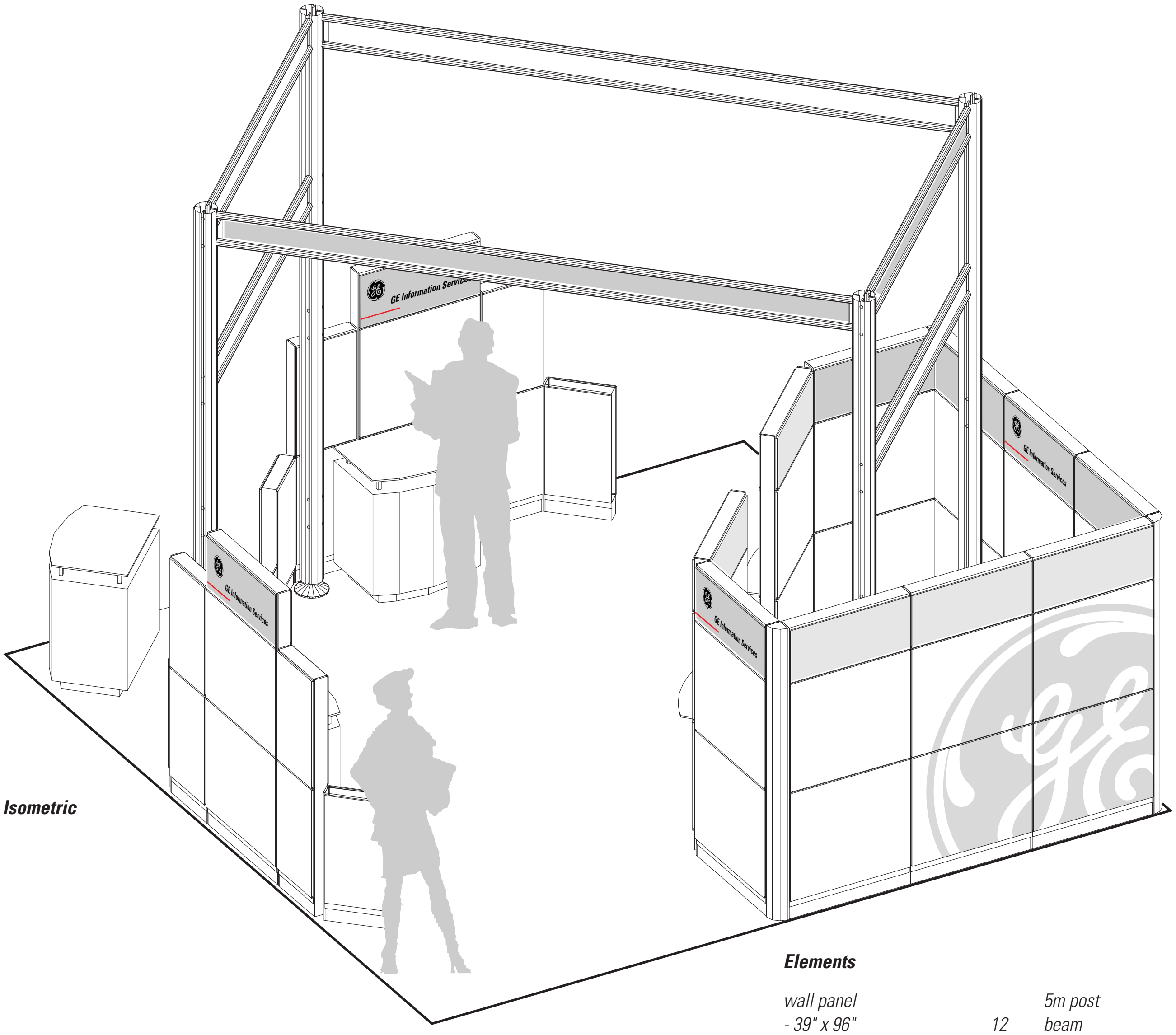


Floor Plan


GE Plastics
GE Plastics
13'

Elevation

Island Exhibit: I - 2020E

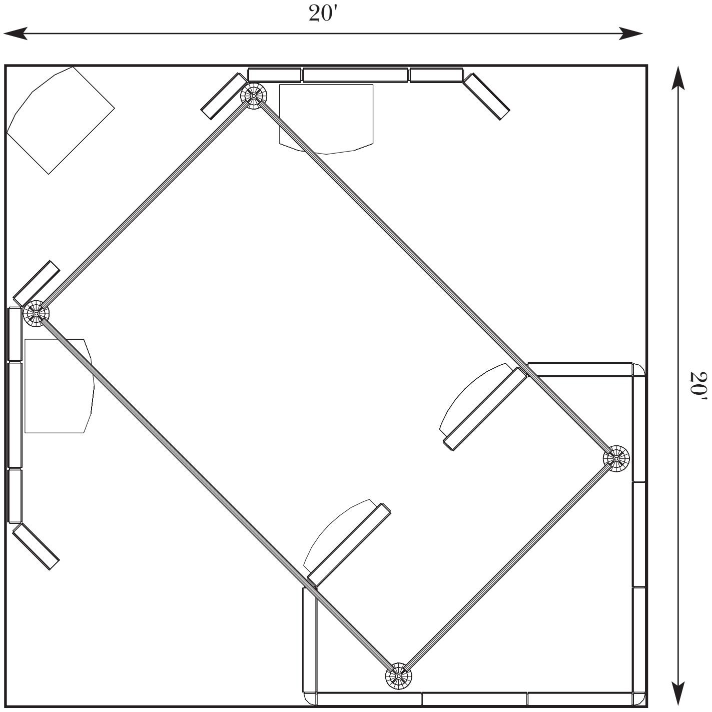

GE Information Services
GE Information Services
GE Information Services
GE Information Services

Isometric

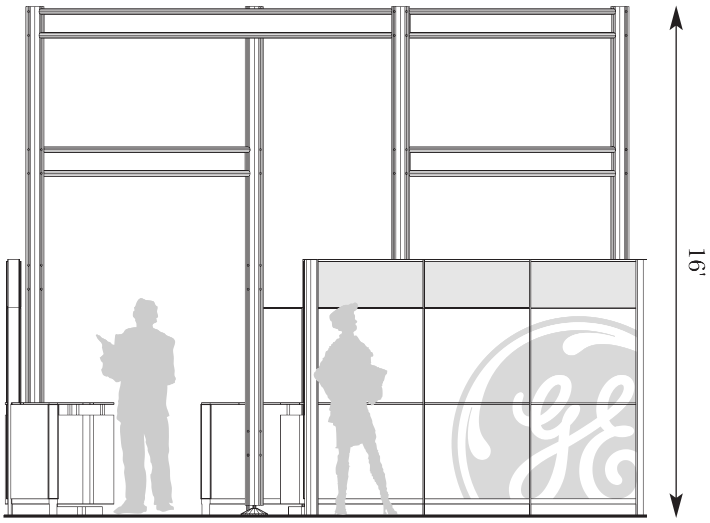
Elements

wall panel	
- 39" x 96"	12
- 19" x 82"	4
- 19" x 39"	4
connector	
- 90° 2-way	3
- flexible	6
end cover	
- 96"	2
- 82"	4
- 39"	4
- 19"	8
5m post	4
beam	
- 3m	4
- 5m	2
small cabinet	3
lead shelf	2
1m graphic signature overlay	6
Dynamic Monogram overlay	
- 2m x 2m wall panel surface	2
100 sq. ft. carpet	4

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.



Floor Plan

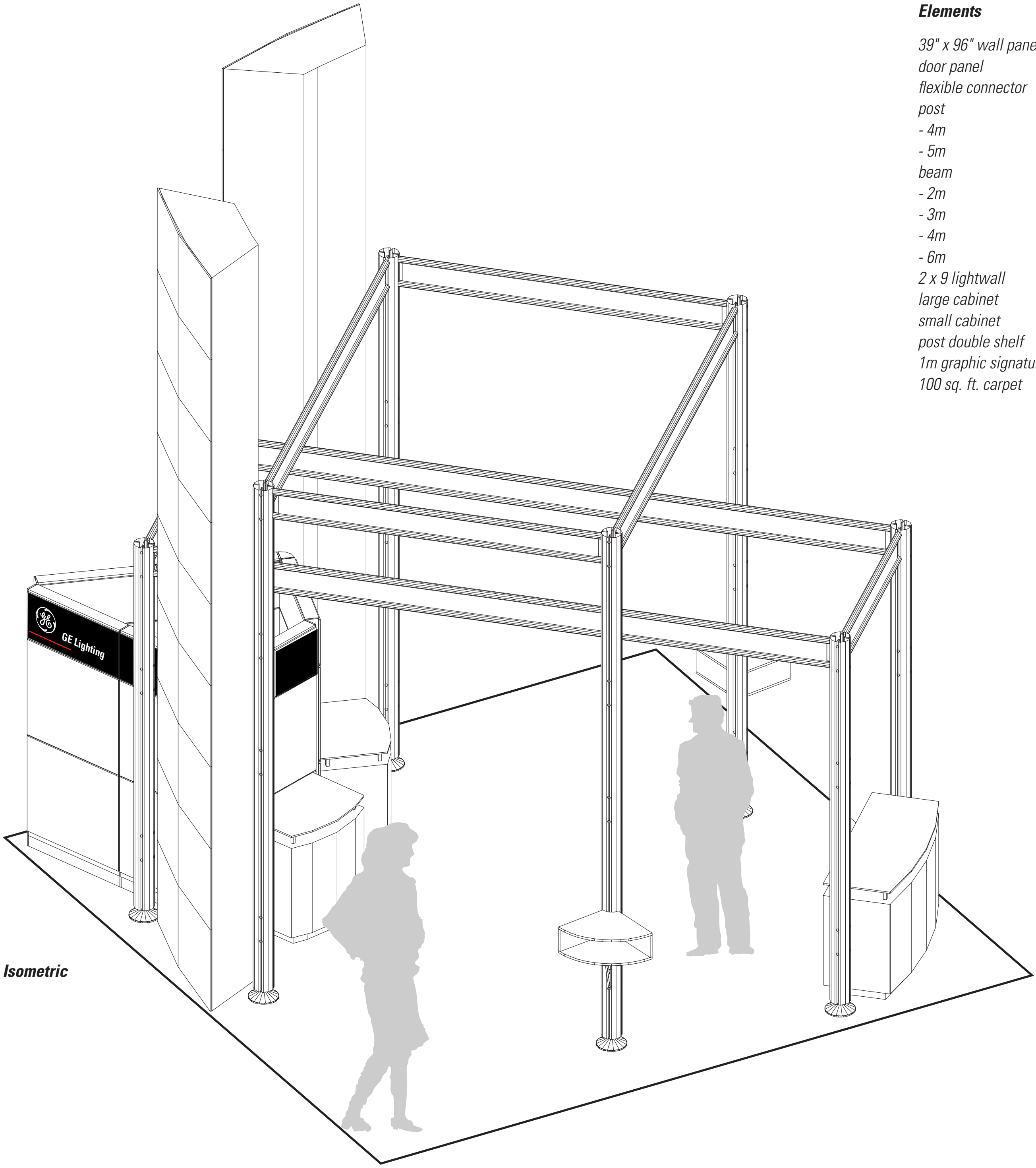


Elevation

Island Exhibit: I - 2020F

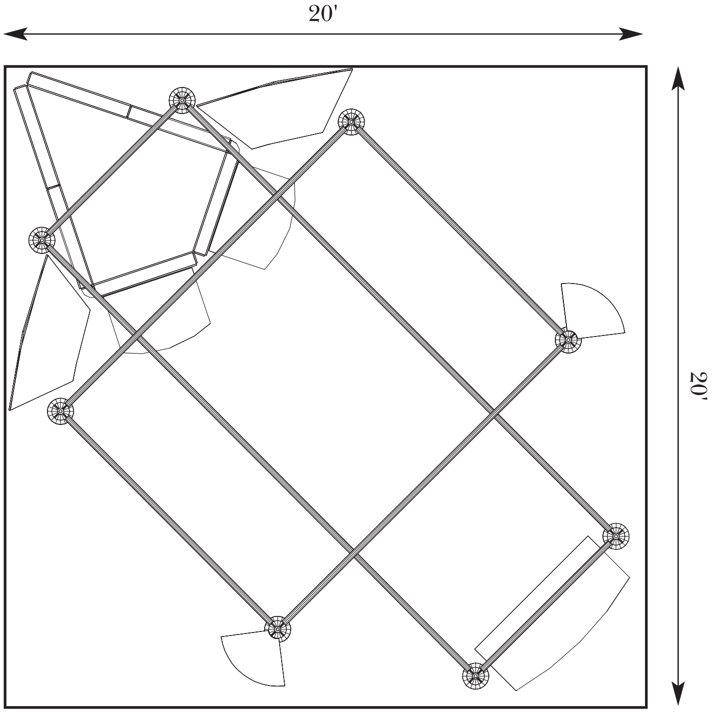
Elements

39" x 96" wall panel	*5*
door panel	*1*
flexible connector	*2*
post	
- 4m	*4*
- 5m	*4*
beam	
- 2m	*2*
- 3m	*2*
- 4m	*2*
- 6m	*2*
2 x 9 lightwall	*2*
large cabinet	*1*
small cabinet	*2*
post double shelf	*2*
1m graphic signature overlay	*2*
100 sq. ft. carpet	*4*

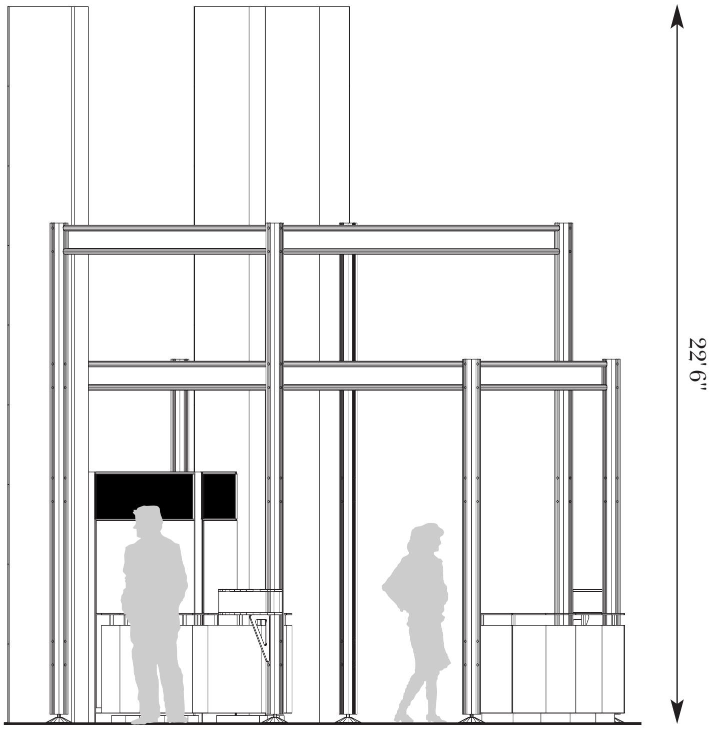


Isometric

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

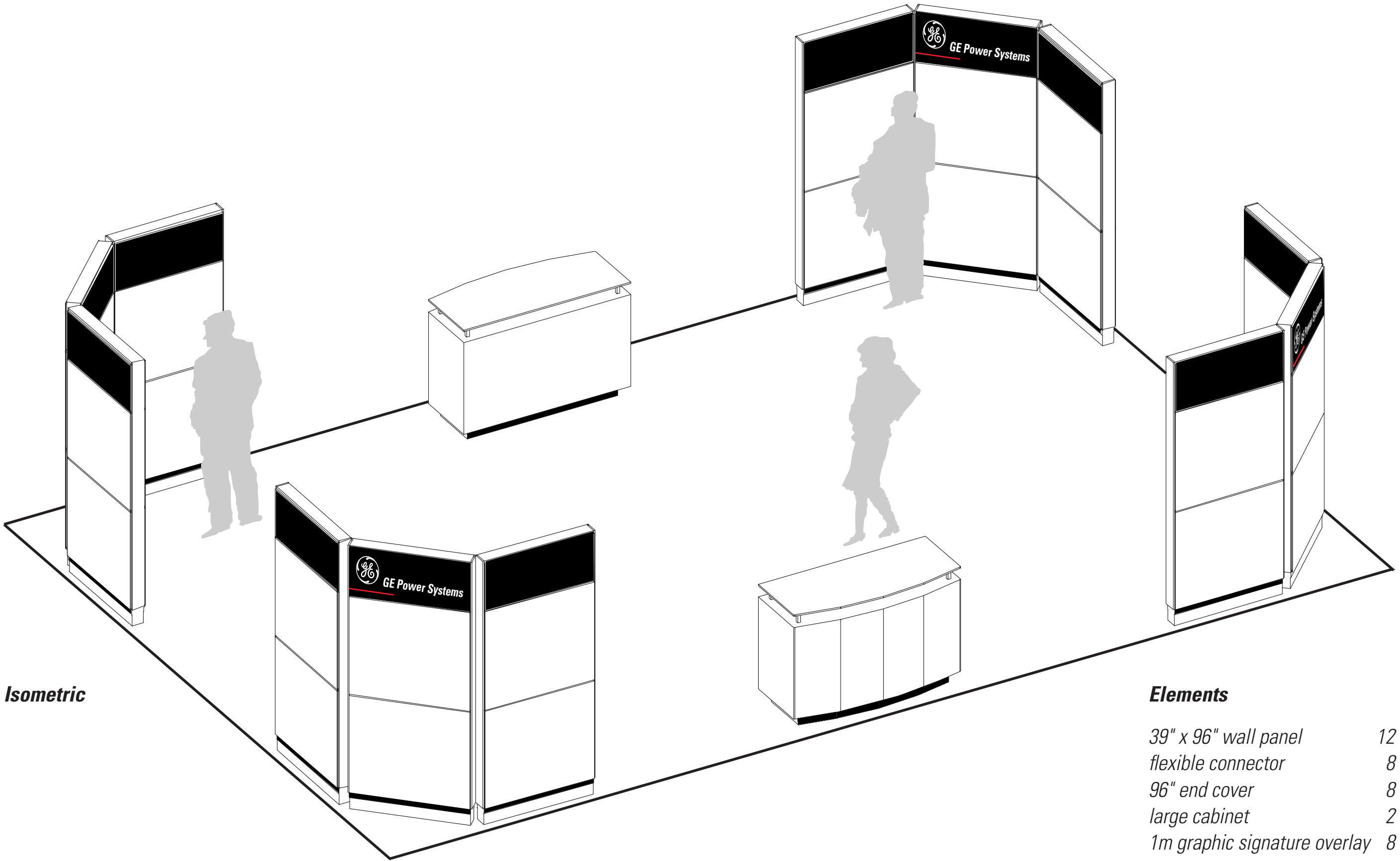


Floor Plan



Elevation

Island Exhibit: I - 2030A

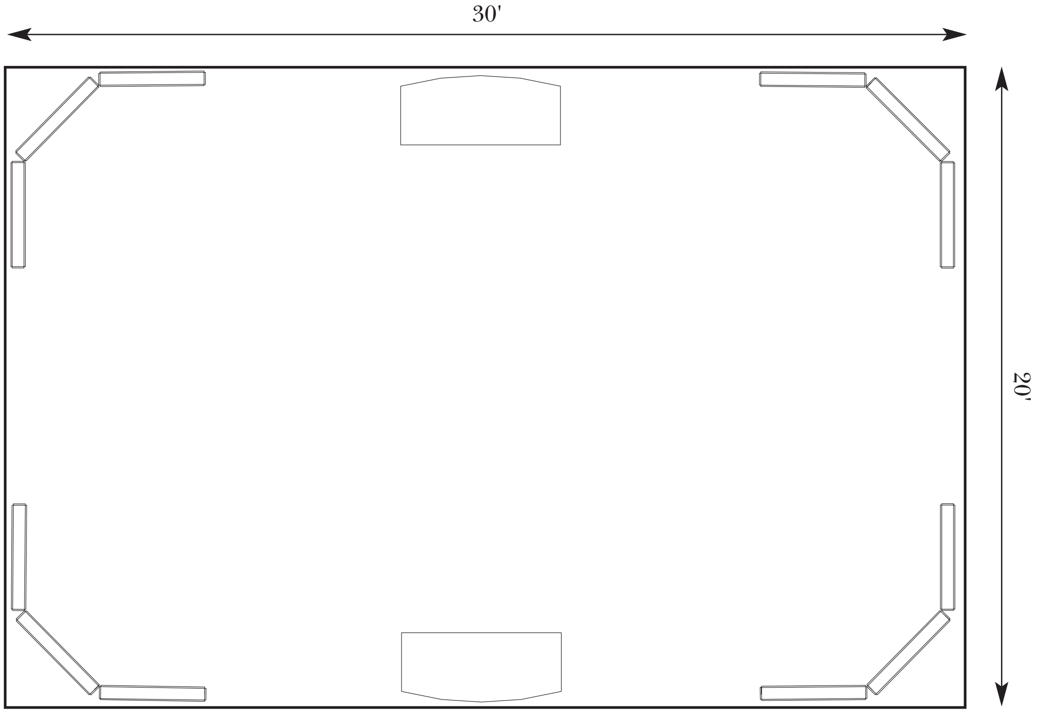


Isometric

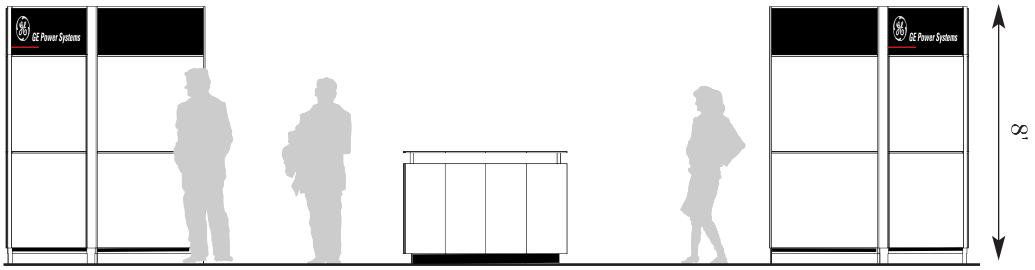
Elements

39" x 96" wall panel	12
flexible connector	8
96" end cover	8
large cabinet	2
1m graphic signature overlay	8
100 sq. ft. carpet	6

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

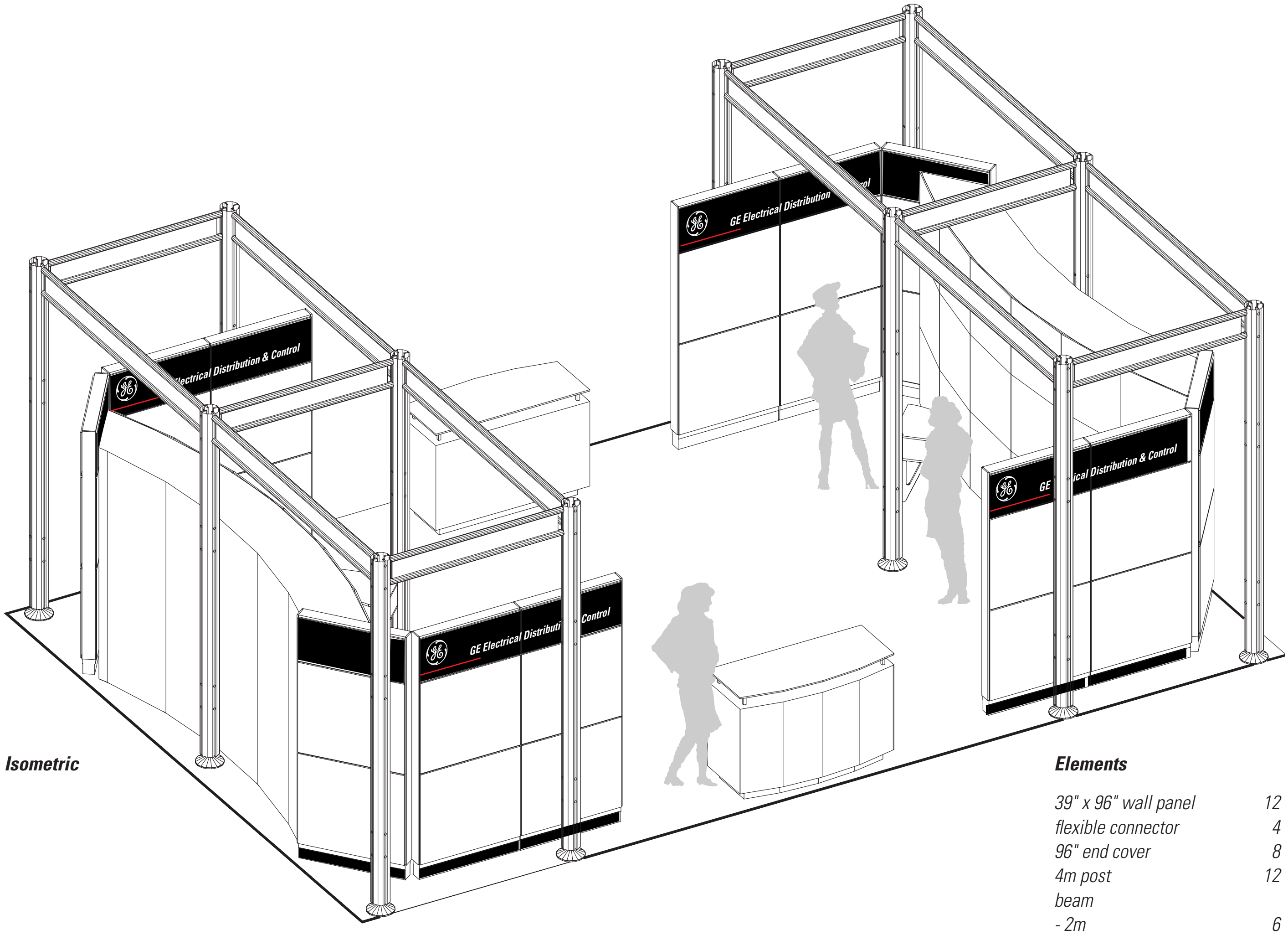


Floor Plan


GE Power Systems
GE Power Systems
8'

Elevation

Island Exhibit: I - 2030B

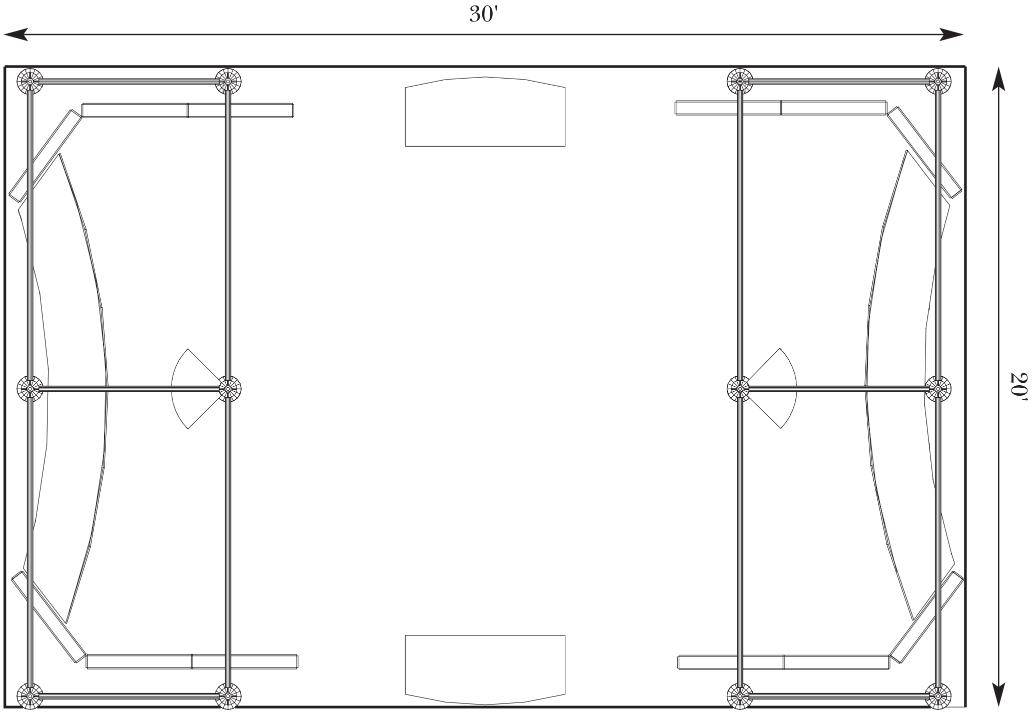

GE Electrical Distribution & Control
GE Electrical Distribution & Control
GE Electrical Distribution
GE Electrical Distribution & Control

Isometric

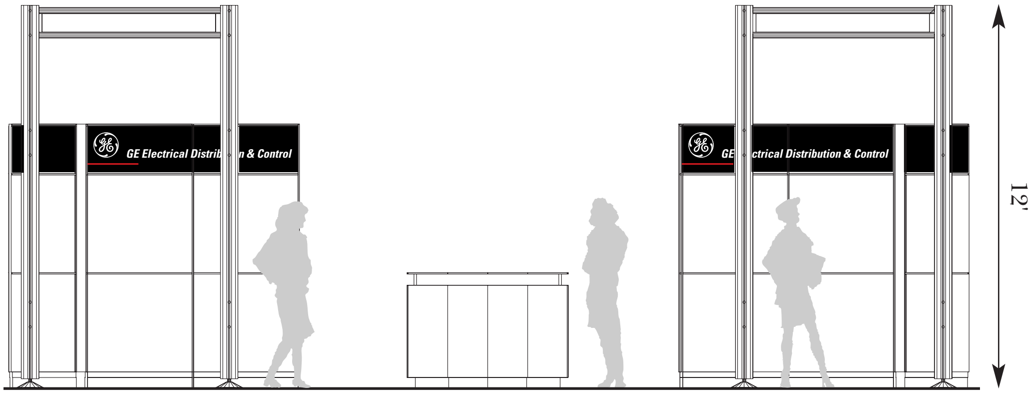
Elements

39" x 96" wall panel	*12*
flexible connector	*4*
96" end cover	*8*
4m post	*12*
beam	
- 2m	*6*
- 3m	*8*
6 x 3 lightwall	*2*
large cabinet	*2*
post double shelf	*2*
2m graphic signature overlay	*4*
100 sq. ft. carpet	*6*

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

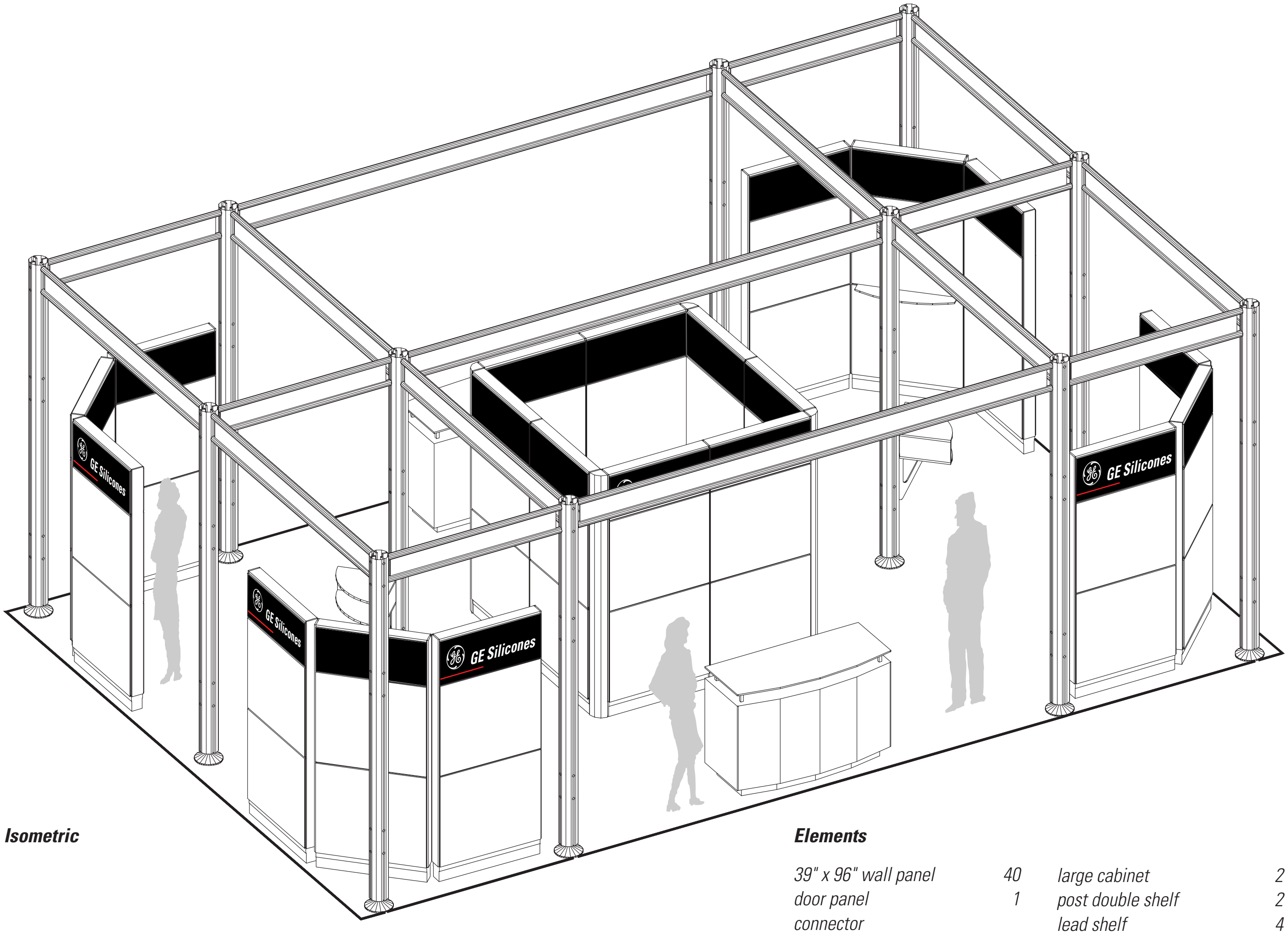


Floor Plan


GE Electrical Distribution & Control
GE Electrical Distribution & Control
12'

Elevation

Island Exhibit: I - 2030C

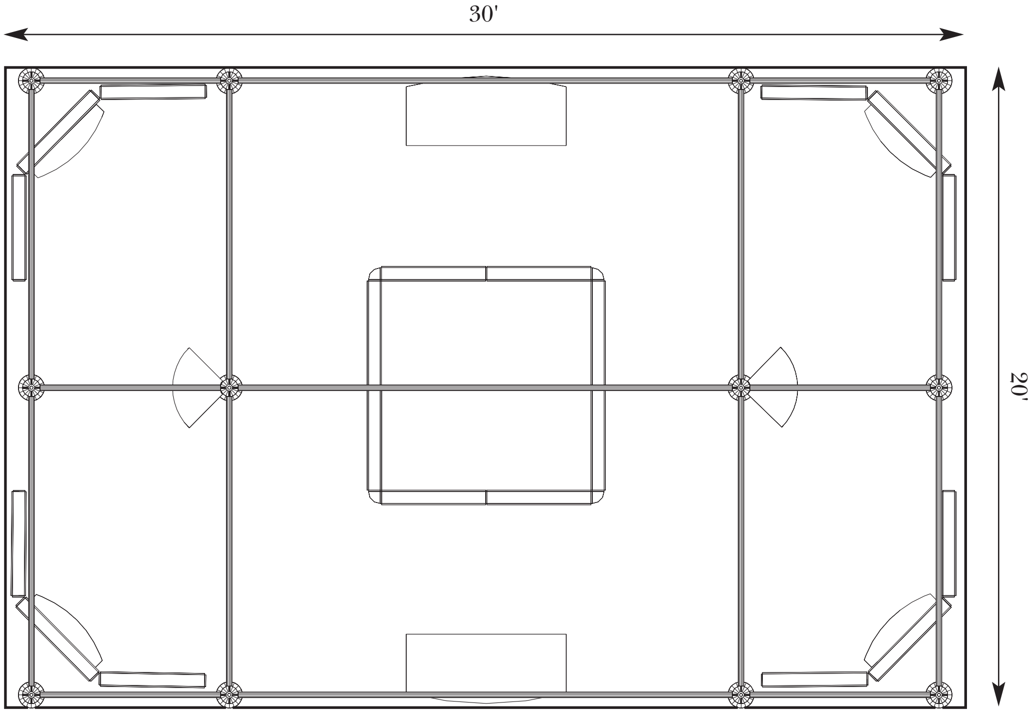


Isometric

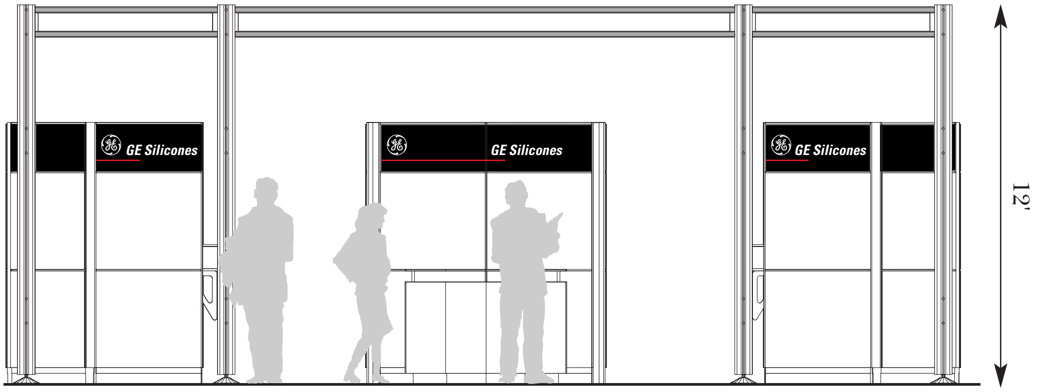
Elements

39" x 96" wall panel	40	large cabinet	2
door panel	1	post double shelf	2
connector		lead shelf	4
- 90° 2-way	4	graphic signature overlay	
- flexible	8	- 1m	8
96" end cover	8	- 2m	2
4m post	12	100 sq. ft. carpet	6
beam			
- 2m	6		
- 3m	8		
- 5m	3		

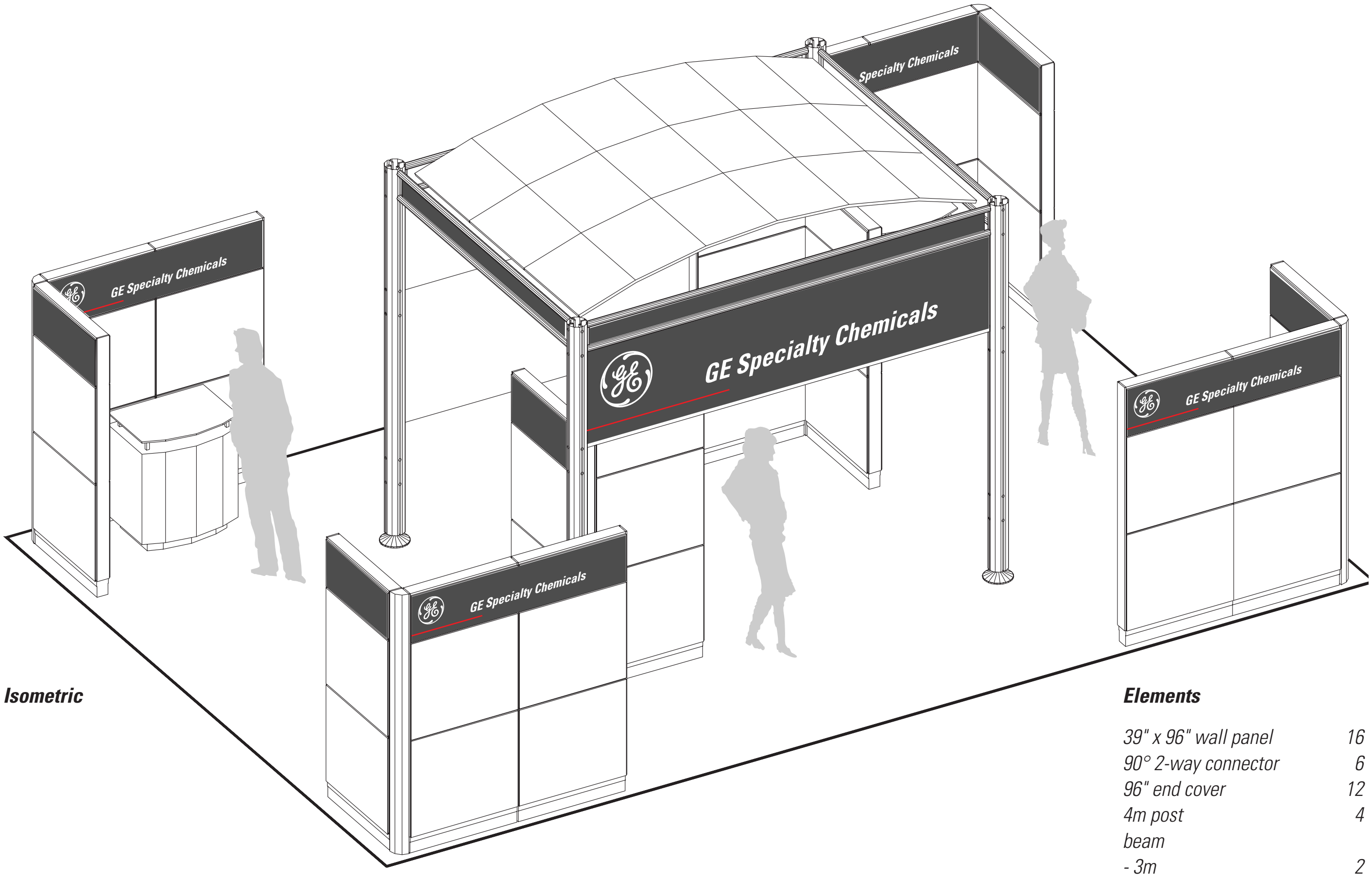
Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.



Floor Plan


GE Silicones
GE Silicones
GE Silicones
12'

Elevation


GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals
Specialty Chemicals
GE Specialty Chemicals

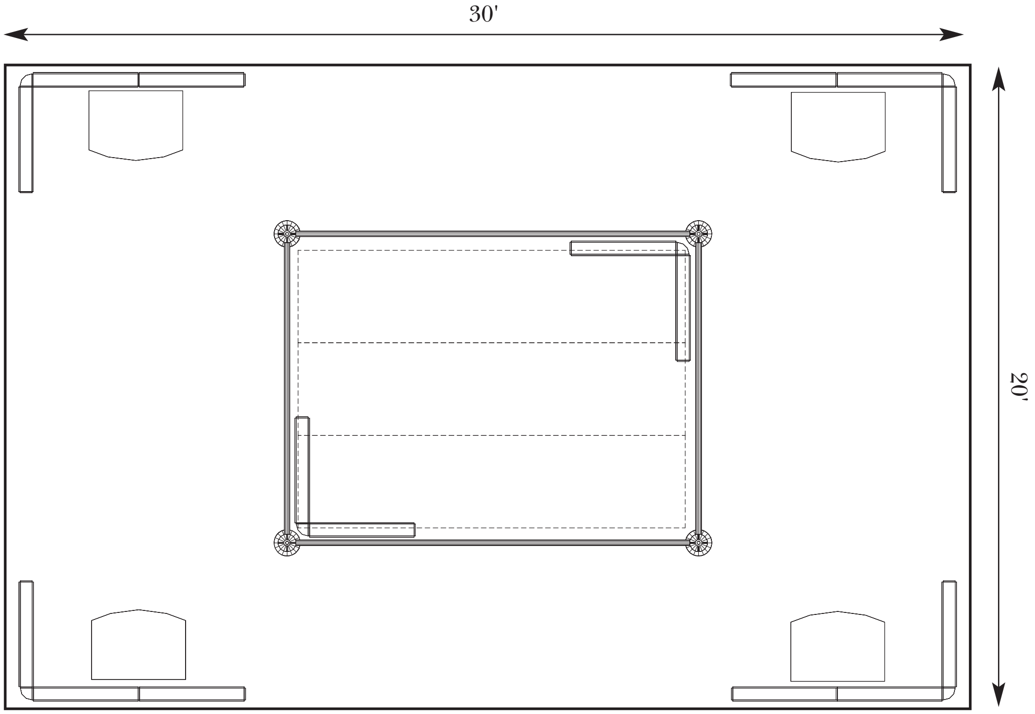
Isometric

Elements

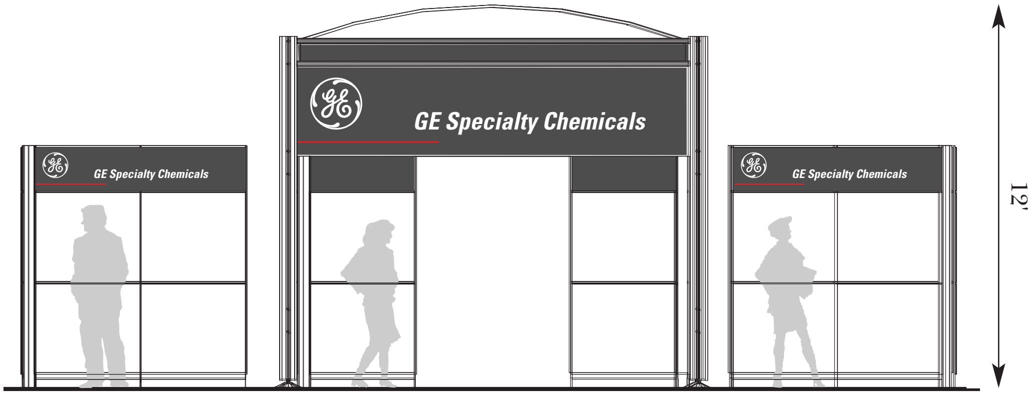
39" x 96" wall panel	16
90° 2-way connector	6
96" end cover	12
4m post	4
beam	
- 3m	2
- 4m	2
small cabinet	4
1 x 4 arc ceiling panel	3
2m graphic signature overlay	8
100 sq. ft. carpet	6

custom:
- banner graphic

Note: For the elevation
and floor plan drawings
of this exhibit configuration,
see the following page.

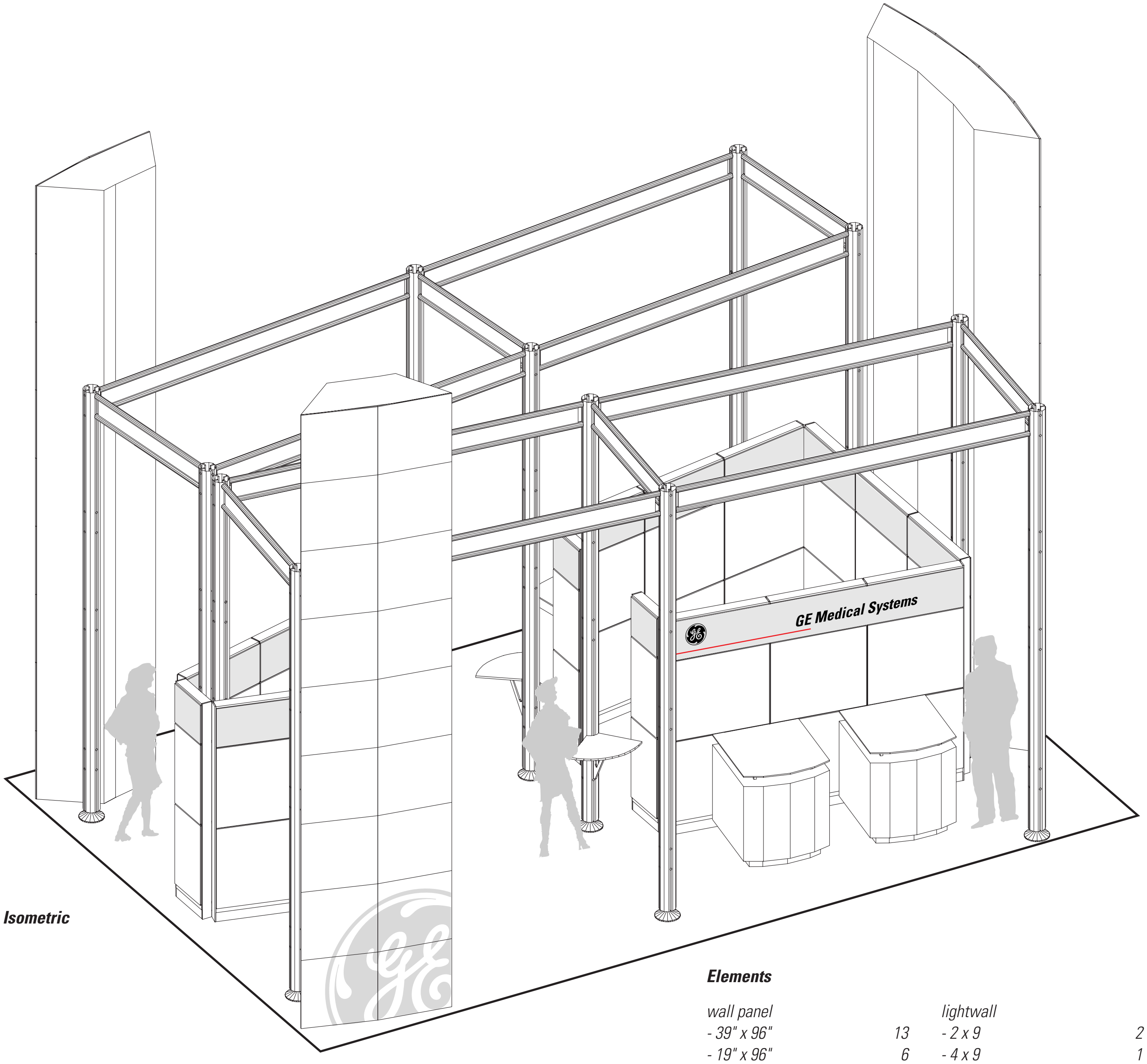


Floor Plan


GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals
12'

Elevation

Island Exhibit: I - 2030E

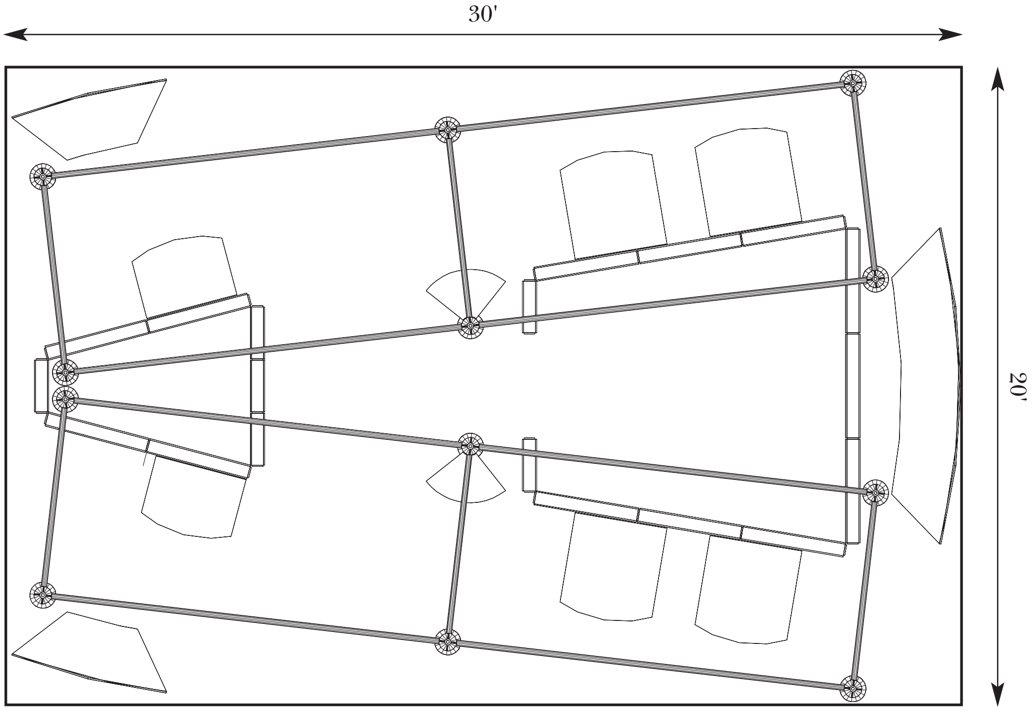


Isometric

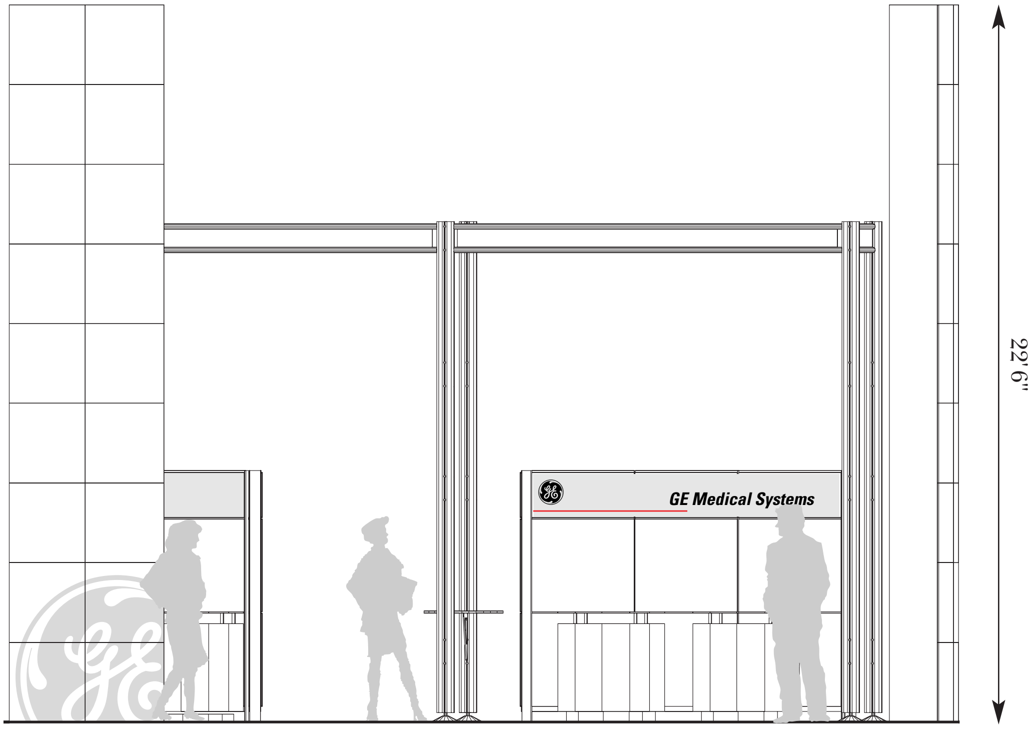
Elements

wall panel	
- 39" x 96"	13
- 19" x 96"	6
flexible connector	8
96" end cover	2
5m post	12
beam	
- 2m	6
- 4m	8
lightwall	
- 2 x 9	2
- 4 x 9	1
large cabinet	2
small cabinet	4
post shelf	2
3m graphic signature overlay	2
Dynamic Monogram overlay	
- 2 x 2 lightwall sections	2
- 4 x 4 lightwall sections	1
100 sq. ft. carpet	6

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

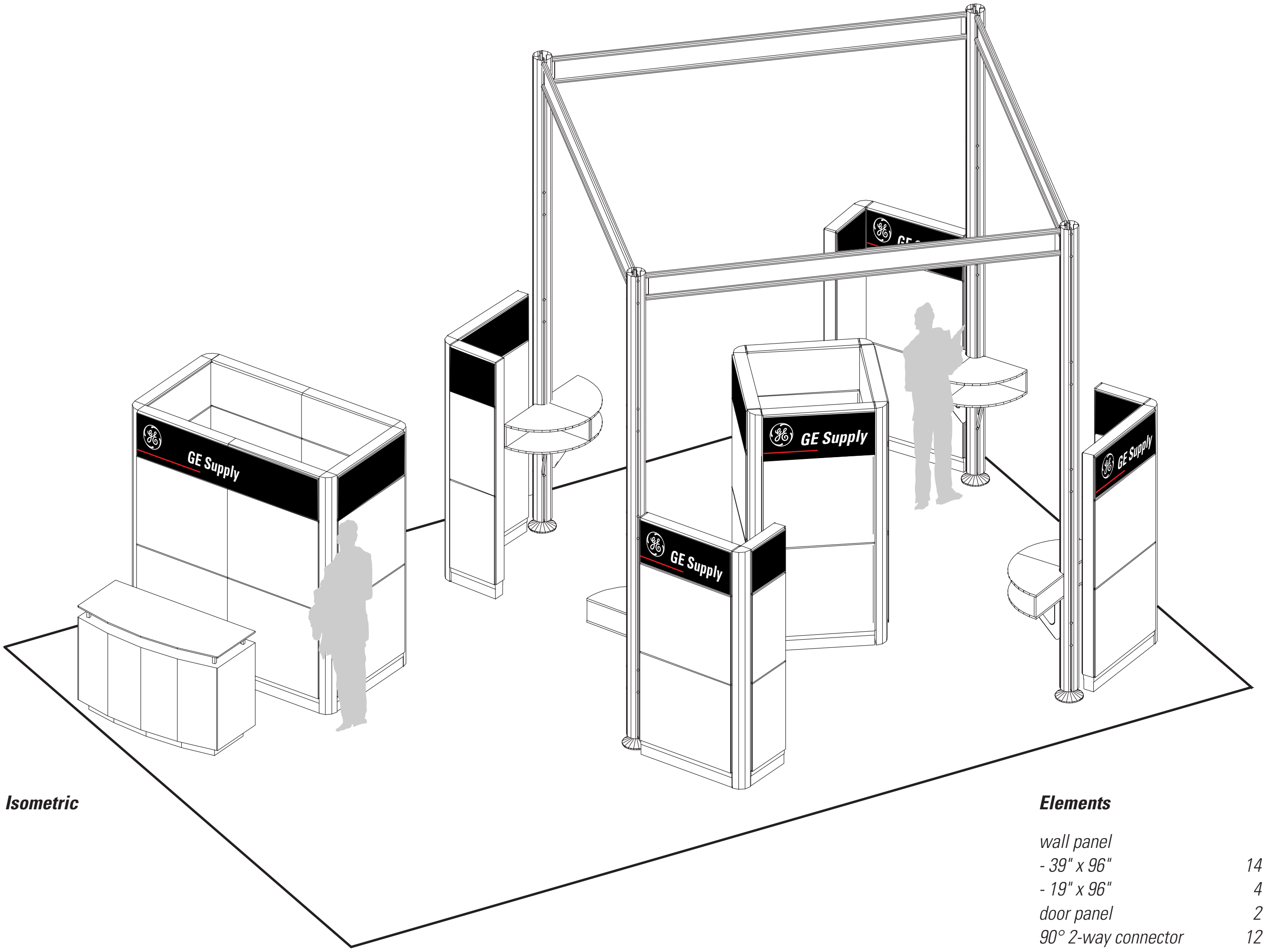


Floor Plan


GE Medical Systems
22'6"

Elevation

Island Exhibit: I - 2030F

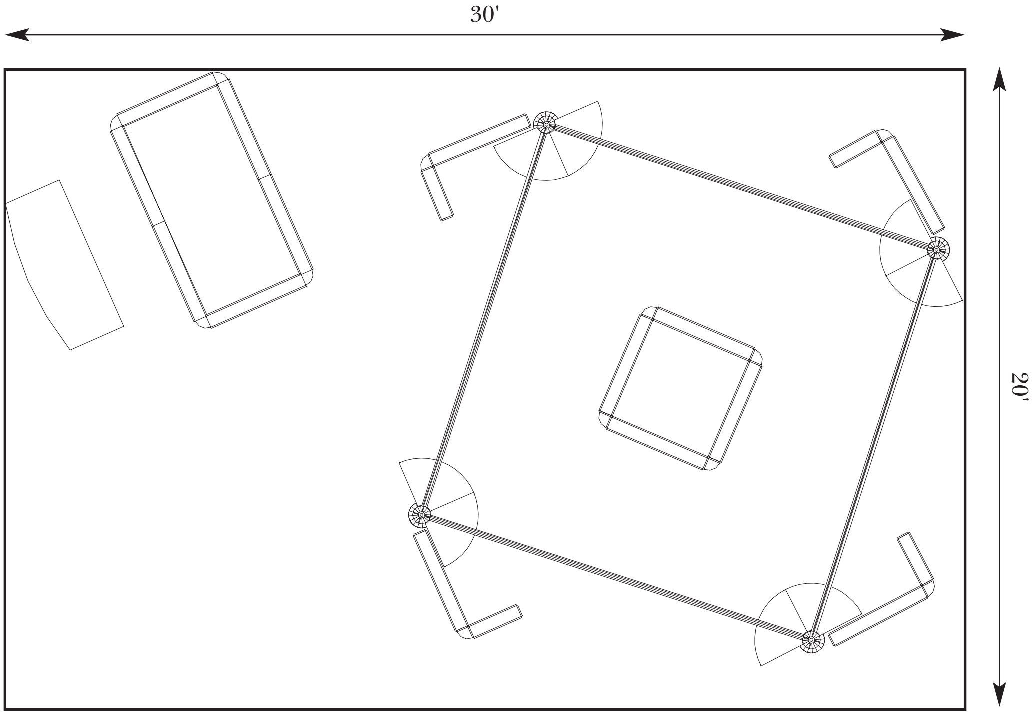


Isometric

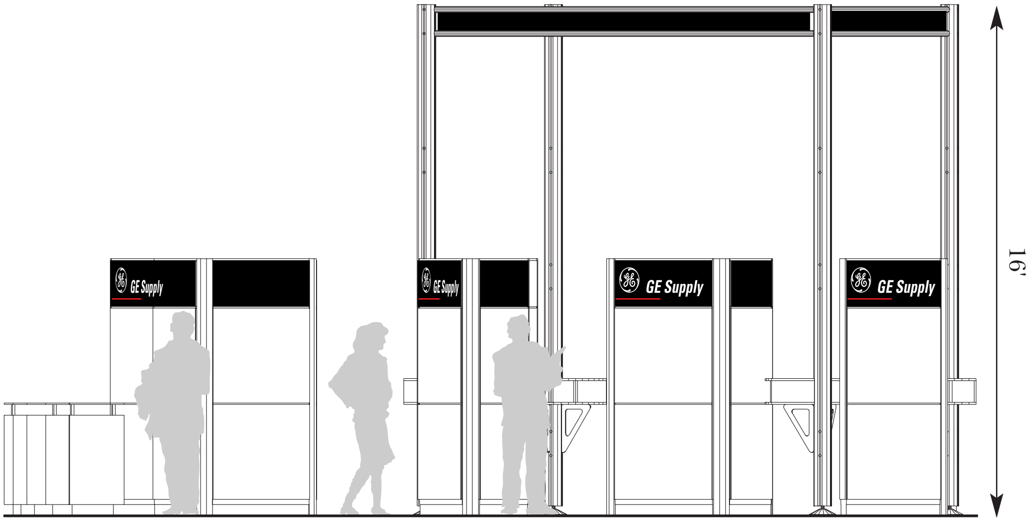
Elements

wall panel	
- 39" x 96"	14
- 19" x 96"	4
door panel	2
90° 2-way connector	12
96" end cover	8
5m post	4
4m beam	4
large cabinet	1
post double shelf	8
graphic signature overlay	
- 2m	2
- 1m	10
100 sq. ft. carpet	6

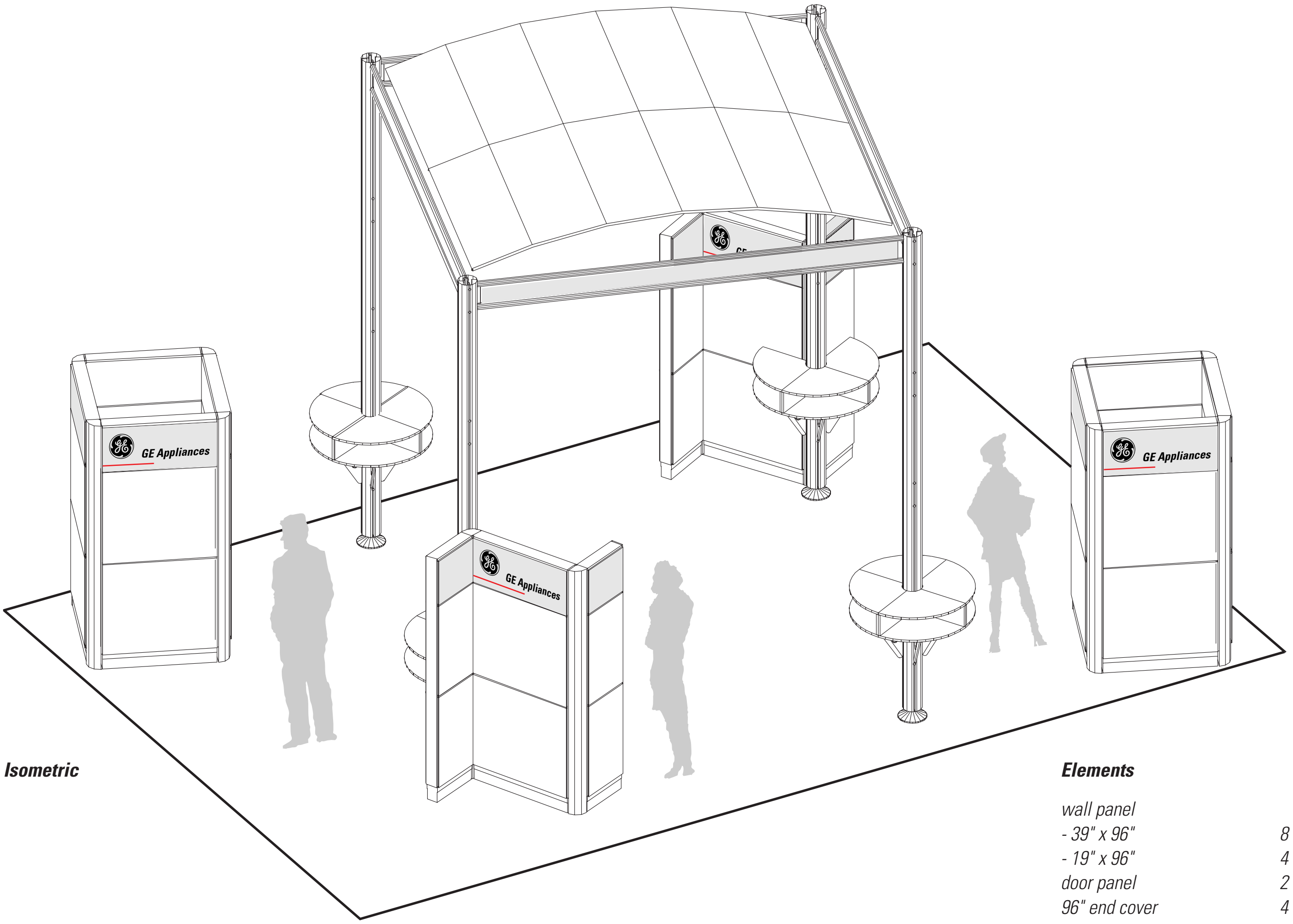
Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.



Floor Plan


GE Supply
GE Supply
GE Supply
GE Supply
16'

Elevation

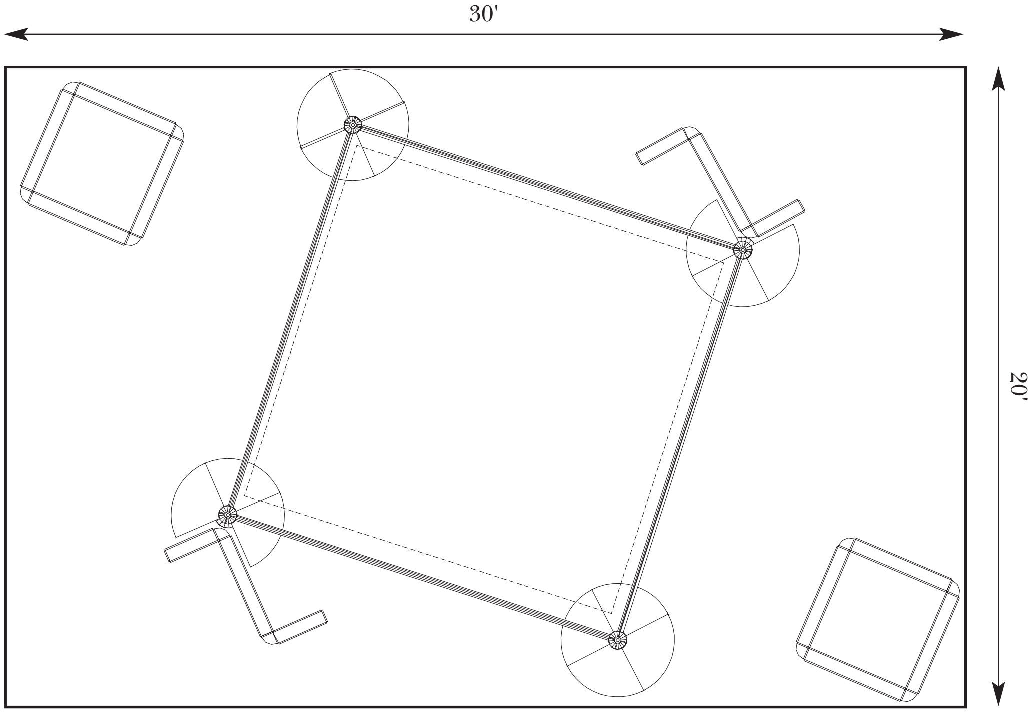


Isometric

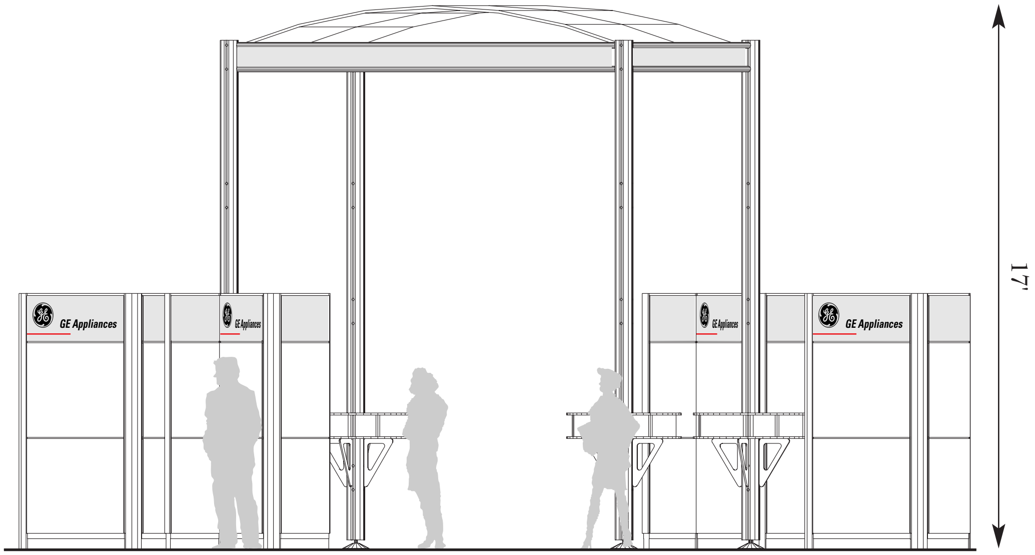
Elements

wall panel	
- 39" x 96"	8
- 19" x 96"	4
door panel	2
96" end cover	4
90° 2-way connector	12
5m post	4
4m beam	4
post double shelf	14
2 x 4 arc ceiling panel	2
1m graphic signature overlay	12
100 sq. ft. carpet	6

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

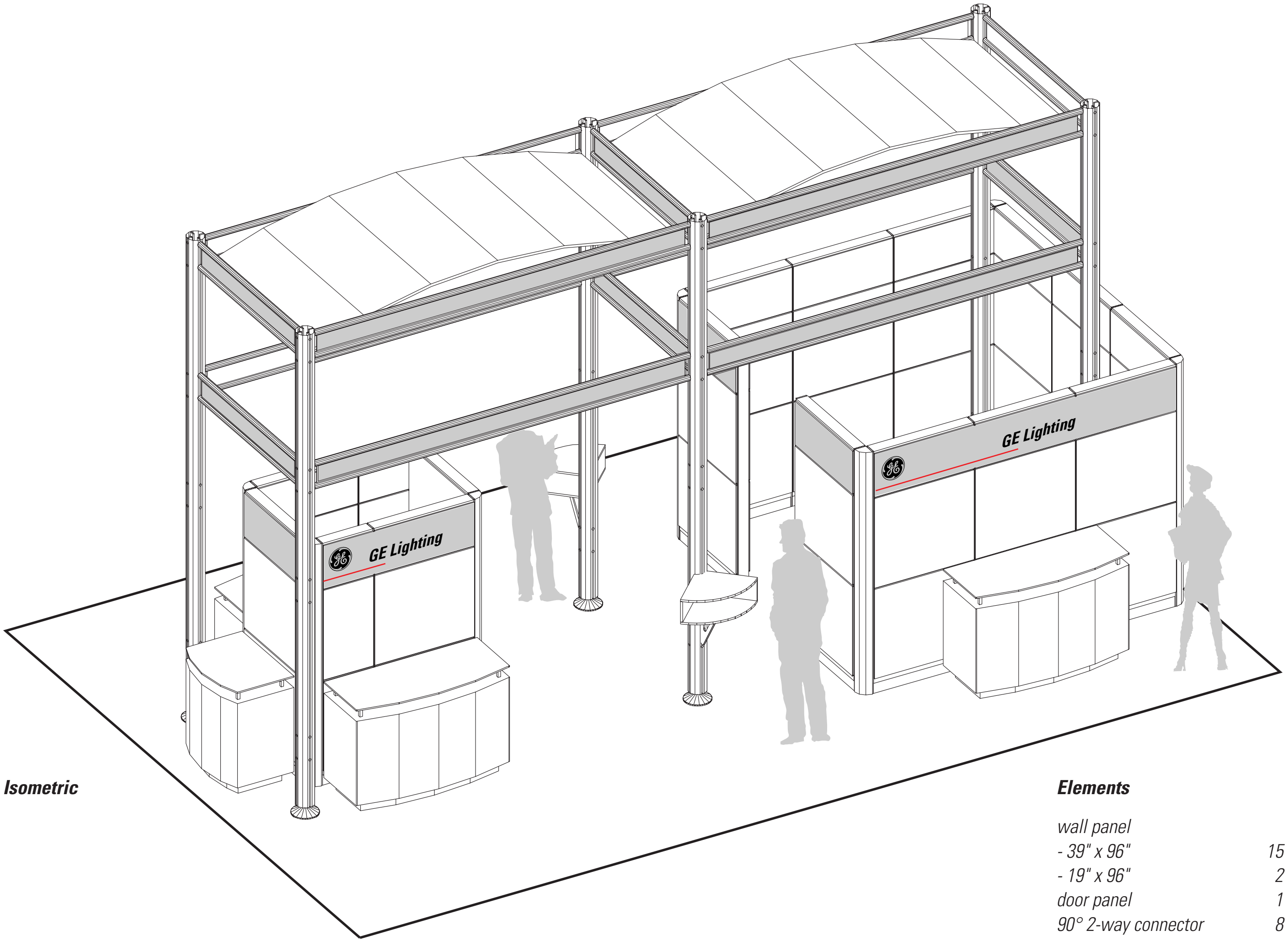


Floor Plan


GE Appliances
GE Appliances
GE Appliances
GE Appliances
17'

Elevation

Island Exhibit: I - 2030H

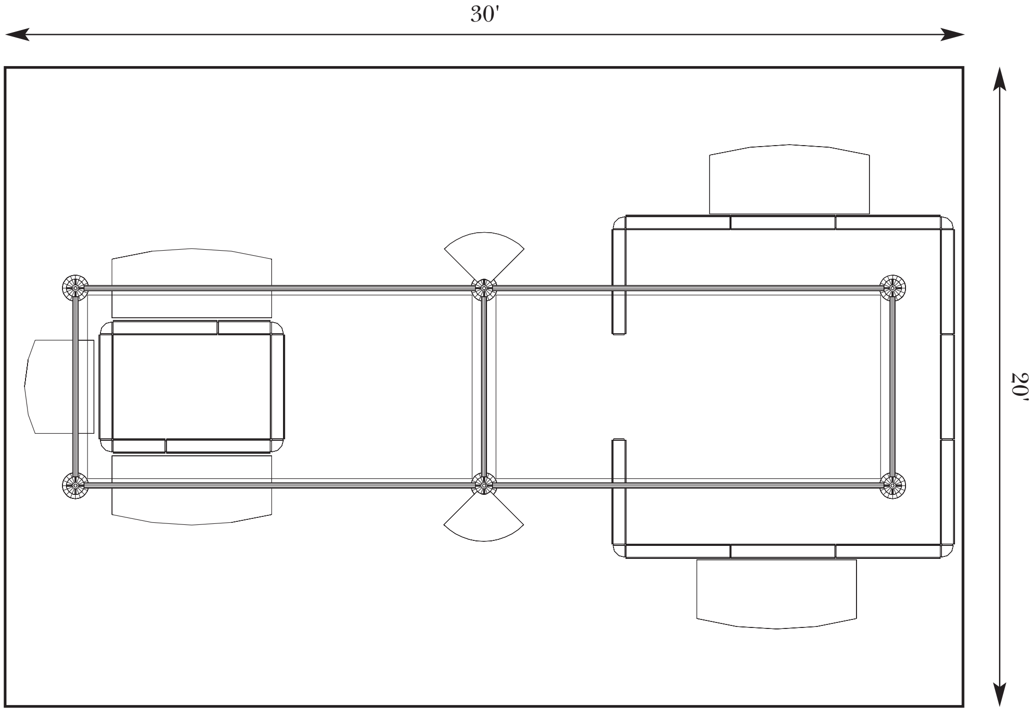


Isometric

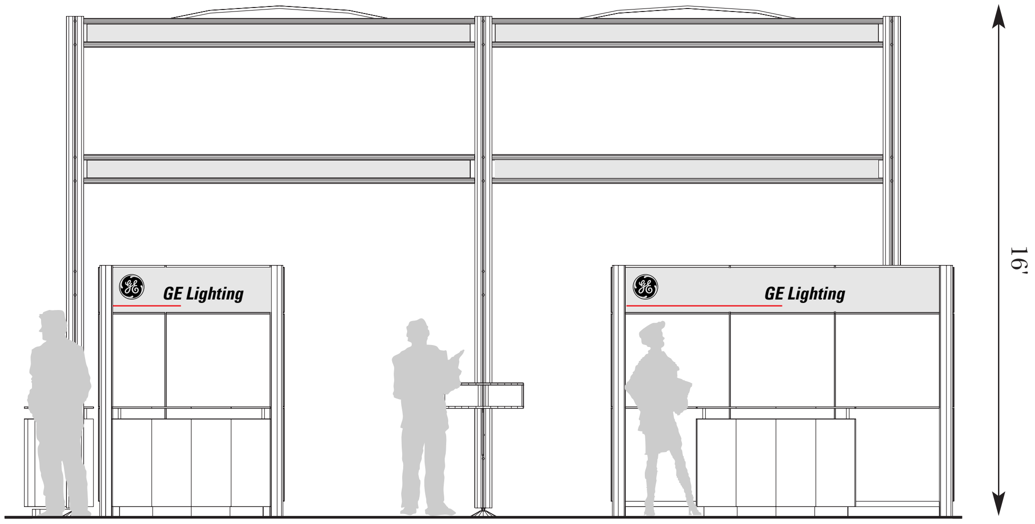
Elements

wall panel	
- 39" x 96"	15
- 19" x 96"	2
door panel	1
90° 2-way connector	8
96" end cover	2
5m post	6
beam	
- 2m	6
- 4m	8
large cabinet	4
small cabinet	1
post double shelf	2
2 x 2 arc ceiling panel	4
cantilever ceiling arm	8
graphic signature overlay	
- 3m	2
- 2m	2
100 sq. ft. carpet	6

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

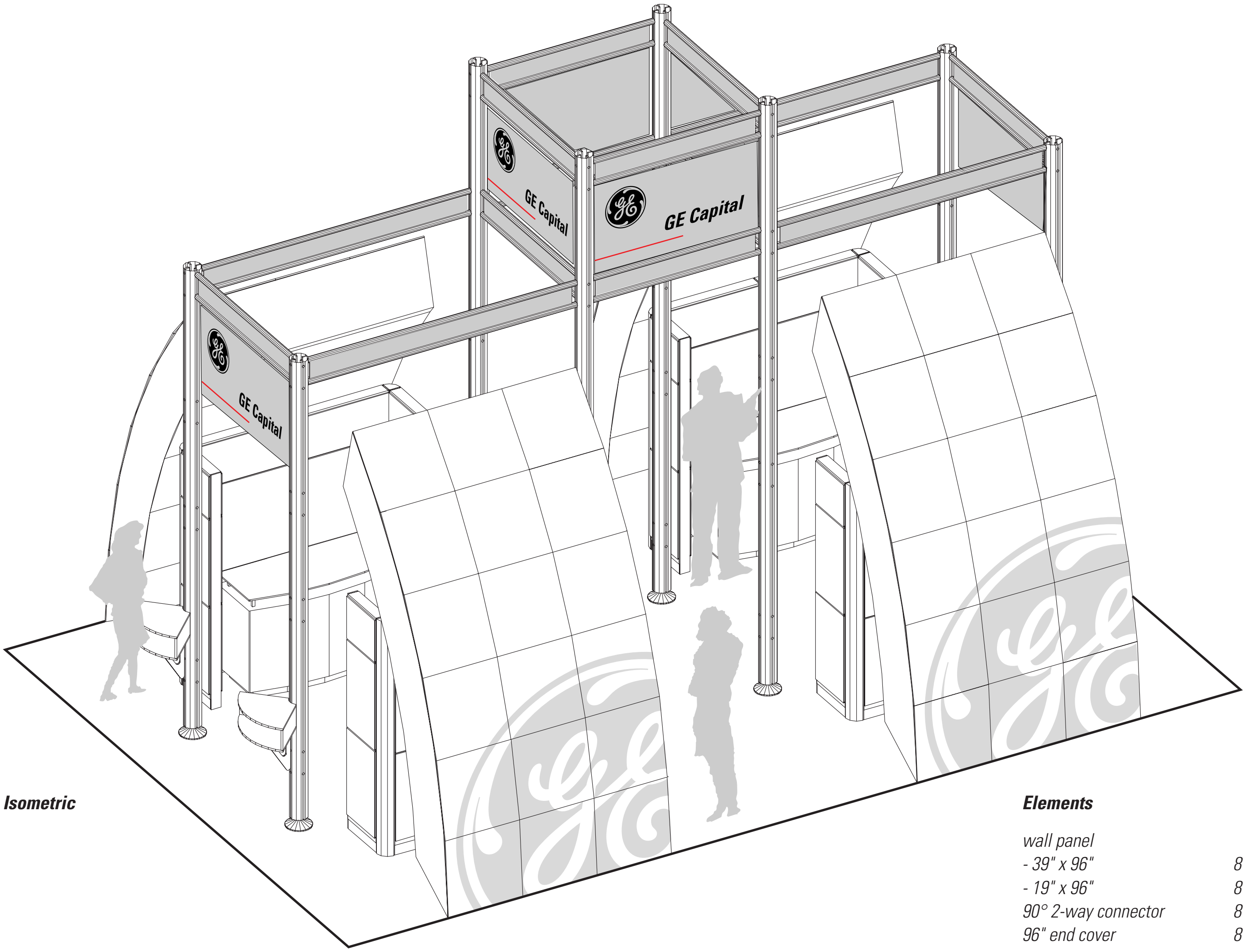


Floor Plan


GE Lighting
GE Lighting
16'

Elevation

Island Exhibit: I - 2030I



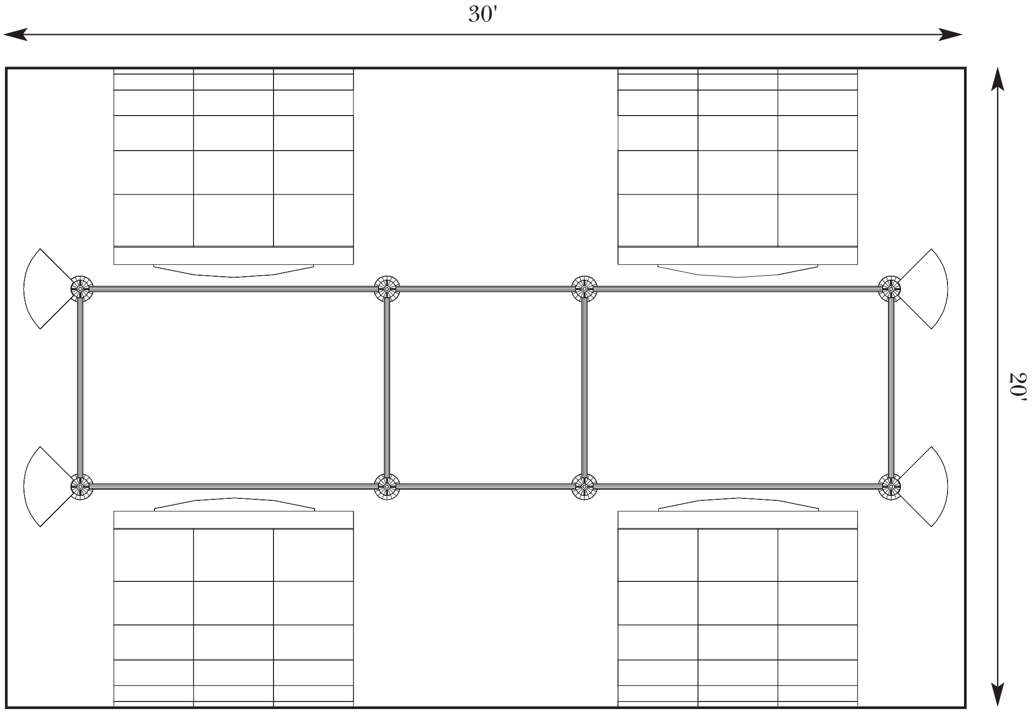
Isometric

Elements

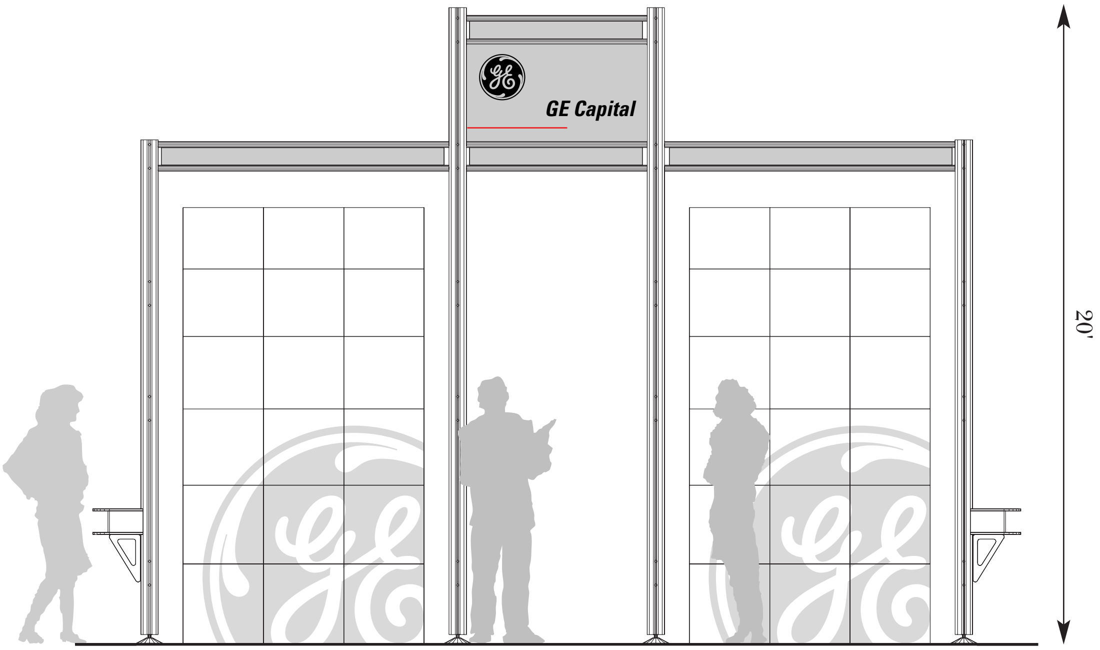
wall panel	
- 39" x 96"	8
- 19" x 96"	8
90° 2-way connector	8
96" end cover	8
post	
- 5m	4
- 6m	4
beam	
- 2m	10
- 3m	4
3 x 6 lightwall	4
large cabinet	4
post double shelf	4
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	4
100 sq. ft. carpet	6

custom
- banner graphics

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

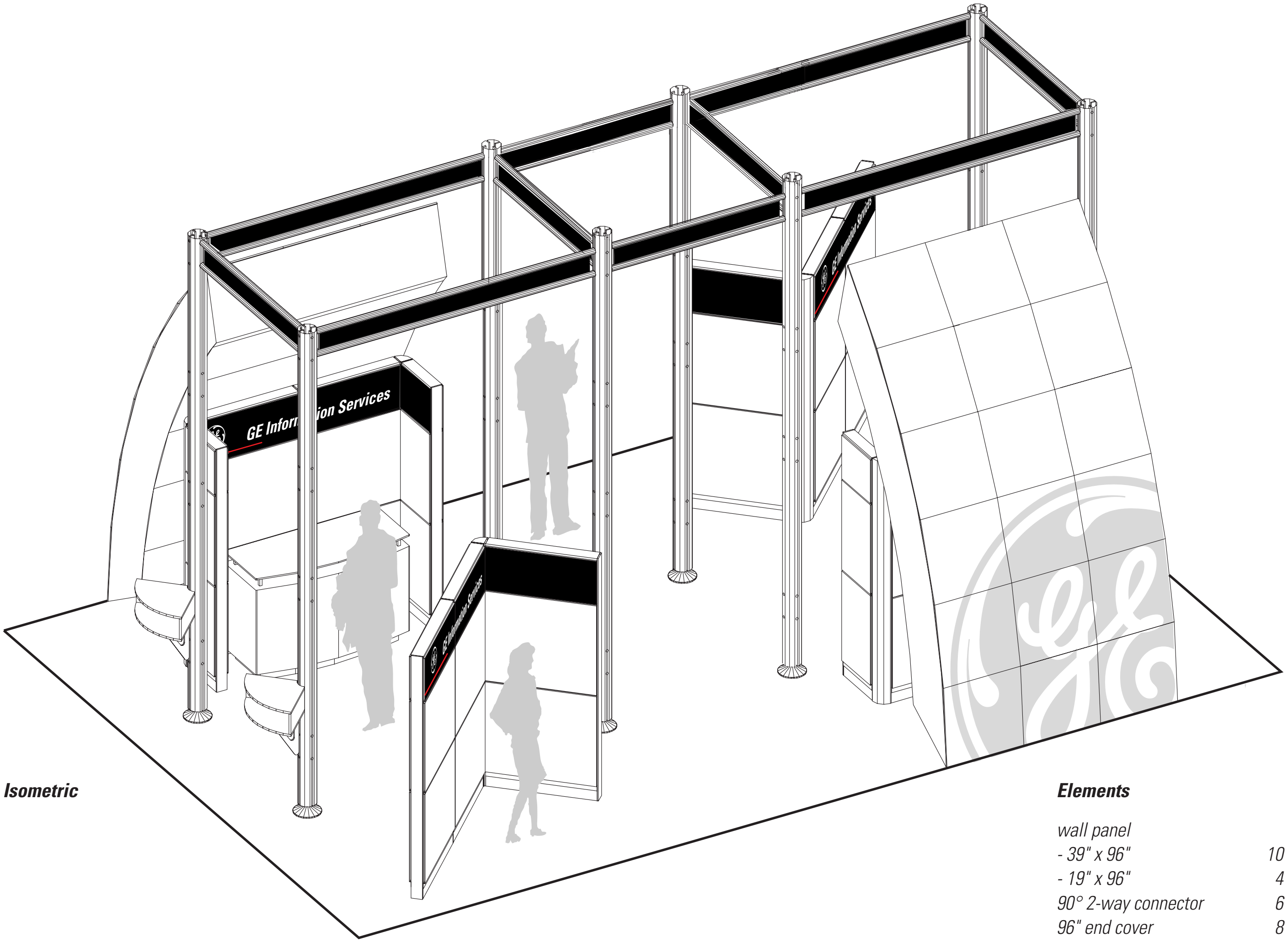


Floor Plan



Elevation

Island Exhibit: I - 2030J

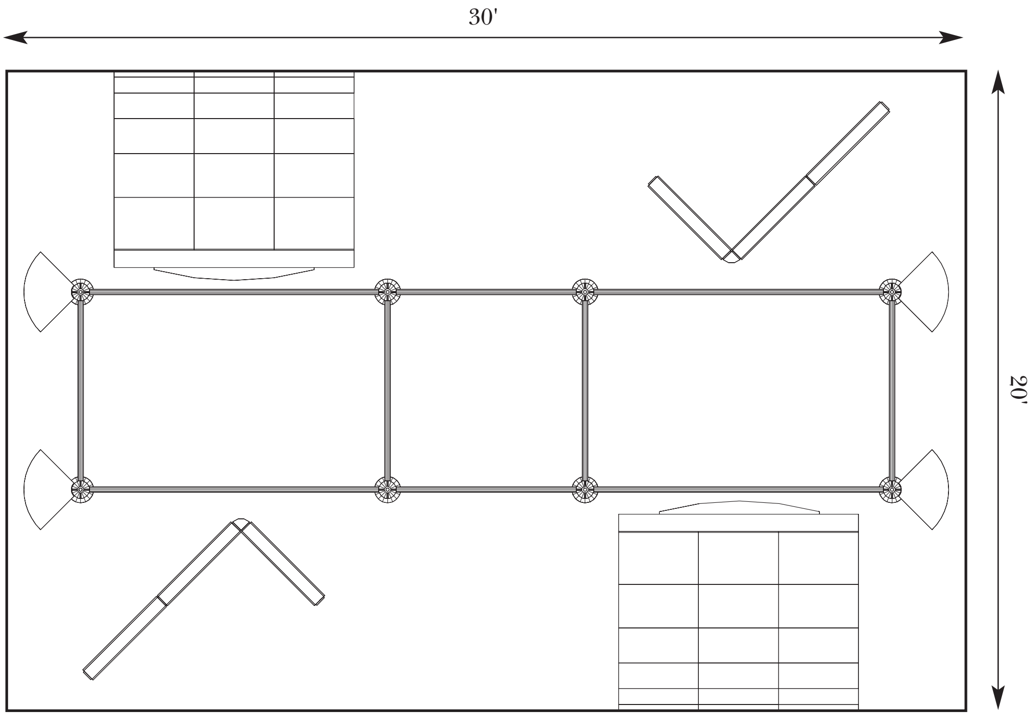


Isometric

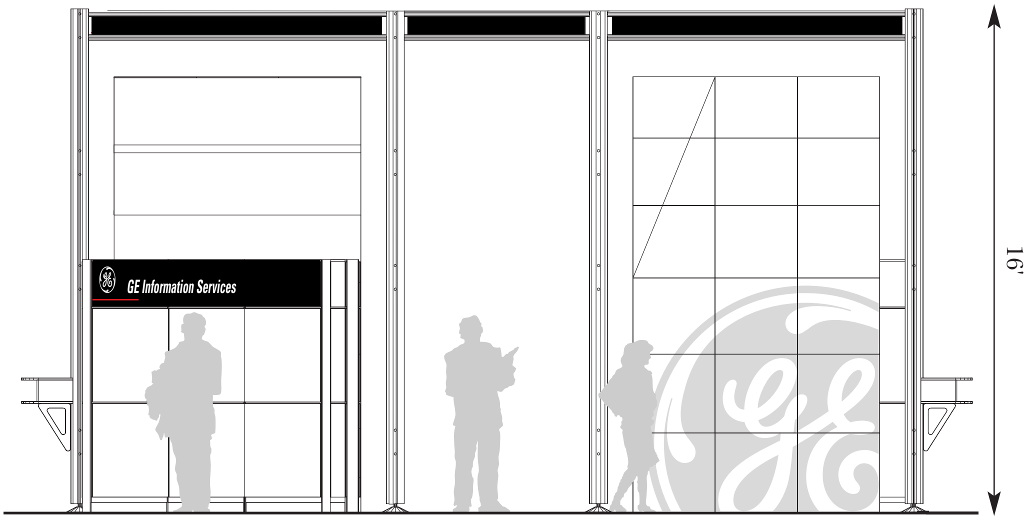
Elements

wall panel	
- 39" x 96"	*10*
- 19" x 96"	*4*
90° 2-way connector	*6*
96" end cover	*8*
5m post	*8*
beam	
- 2m	*6*
- 3m	*4*
3 x 6 lightwall	*2*
large cabinet	*2*
post double shelf	*4*
graphic signature overlay	
- 2m	*6*
- 1m	*2*
Dynamic Monogram overlay	
- 3 x 3 lightwall sections	*2*
100 sq. ft. carpet	*6*

Note: For the elevation and floor plan drawings of this exhibit configuration, see the following page.

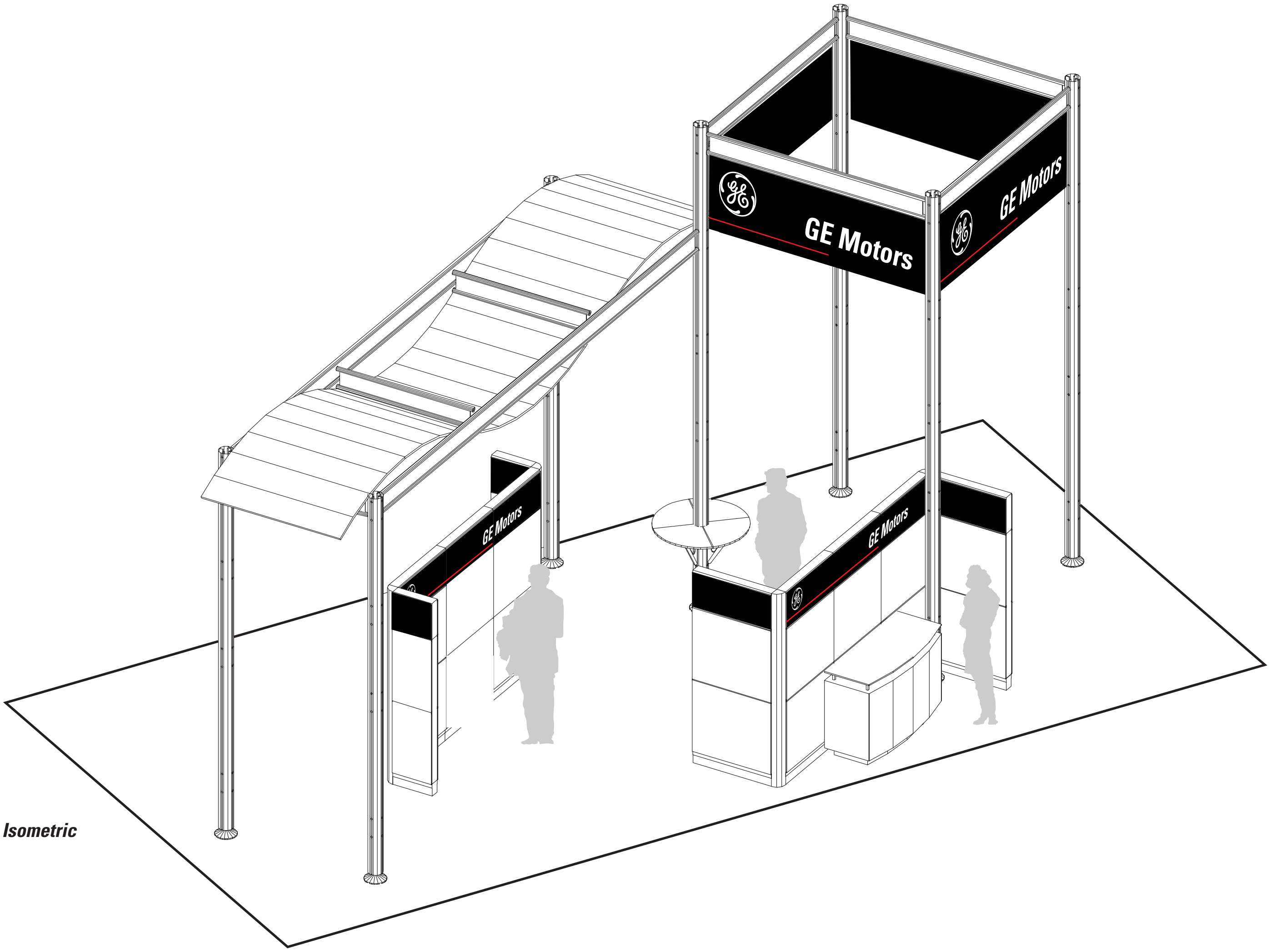


Floor Plan


GE Information Services
16'

Elevation

Island Exhibit: I - 2040A



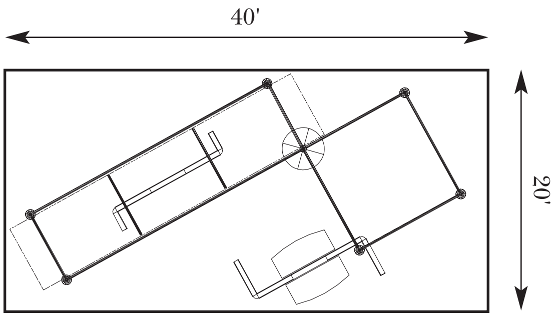
Isometric

Elements

wall panel	
- 39" x 96"	*8*
- 19" x 96"	*2*
90° 2-way connector	*4*
96" end cover	*4*
post	
- 5m	*3*
- 6m	*4*

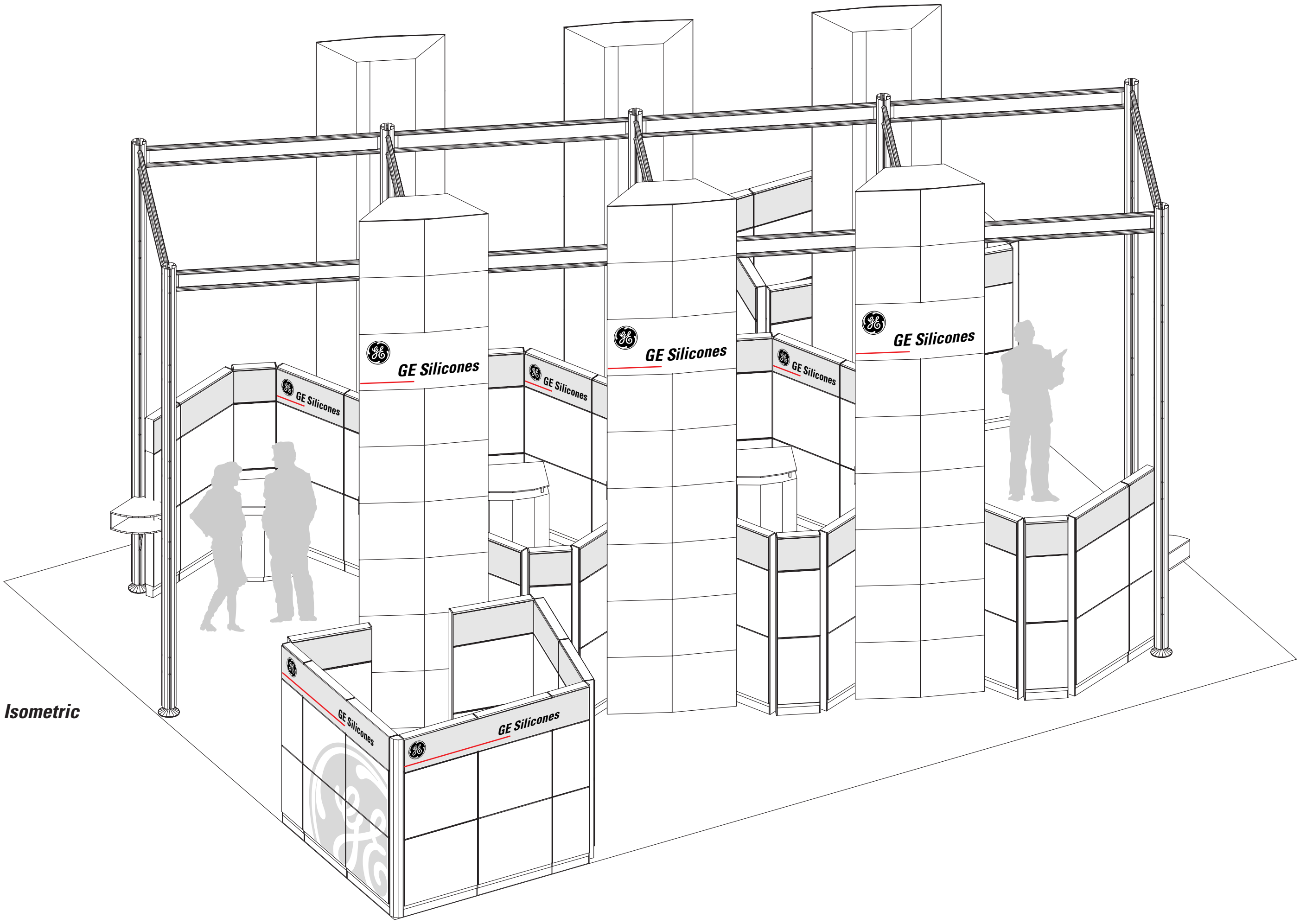
beam	
- 2m	*4*
- 3m	*4*
- 7m	*2*
large cabinet	*2*
post shelf	*4*
ceiling panel	
- 2 x 2 arc	*2*
- 2 x 4 arc	*1*
cantilever ceiling arm	*6*
3m graphic signature overlay	*4*
100 sq. ft. carpet	*6*

custom:
- banner graphics



Floor Plan

Island Exhibit: I - 3040A


GE Silicones
GE Silicones
GE Silicones
GE Silicones
GE Silicones
GE Silicones
GE Silicones
GE Silicones
GE Silicones

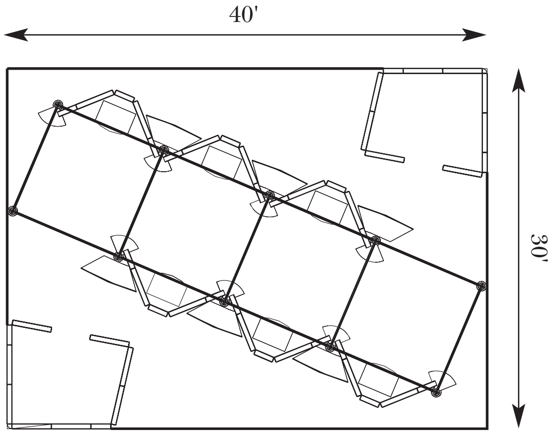
Isometric

Elements

wall panel	
- 39" x 96"	28
- 19" x 96"	22
door panel	2
connector	
- 90° 2-way	2
- flexible	18
96" end cover	16
6m post	10
3m beam	13

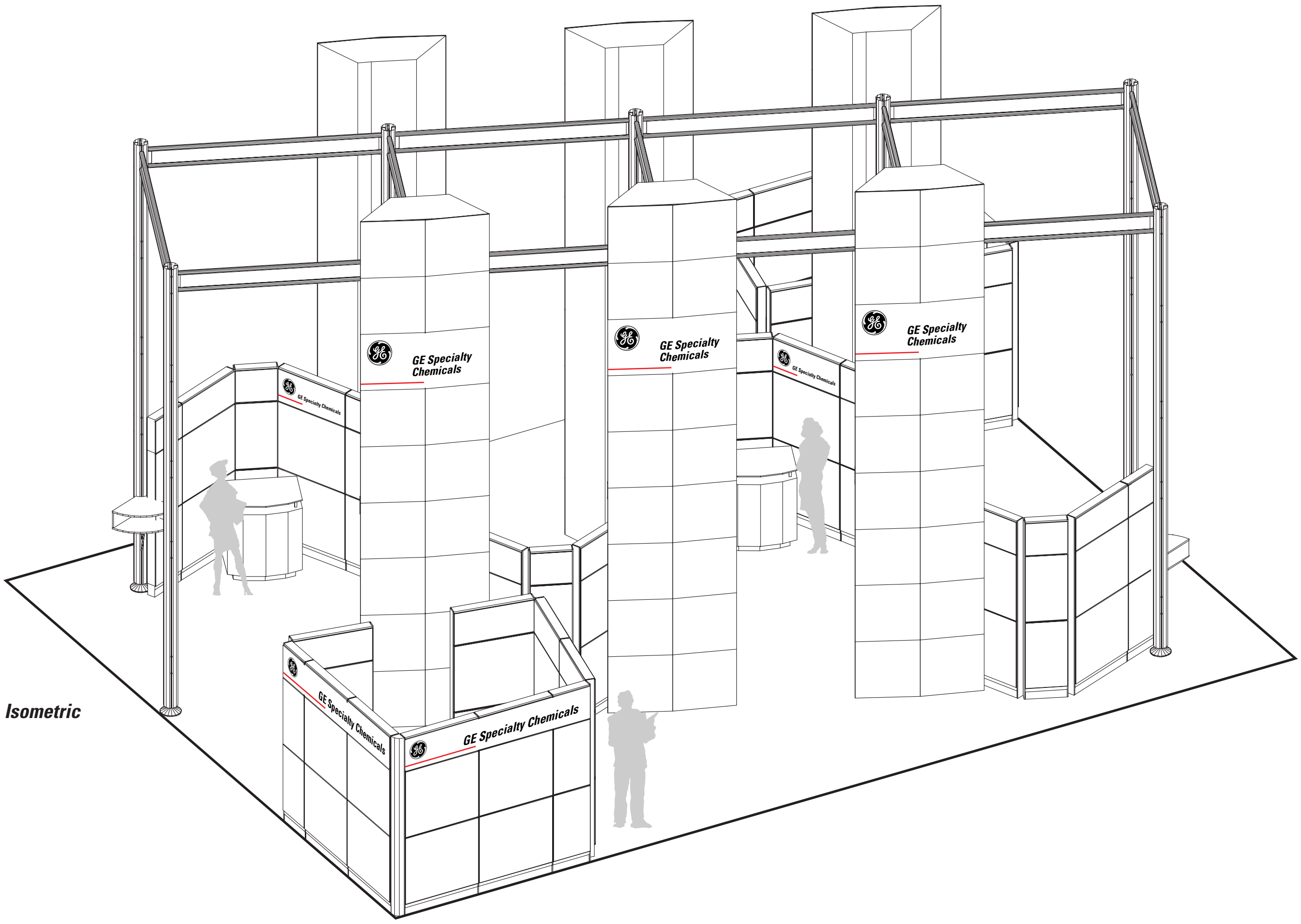
2 x 9 lightwall	6
small cabinet	6
post double shelf	8
graphic signature overlay	
- 1m	6
- 2m	2
- 3m	4
Dynamic Monogram overlay	
- 2m x 2m wall panel surface	2
100 sq. ft. carpet	12

custom:
- graphic signature overlays on lightwalls



Floor Plan

Island Exhibit: I - 3040B

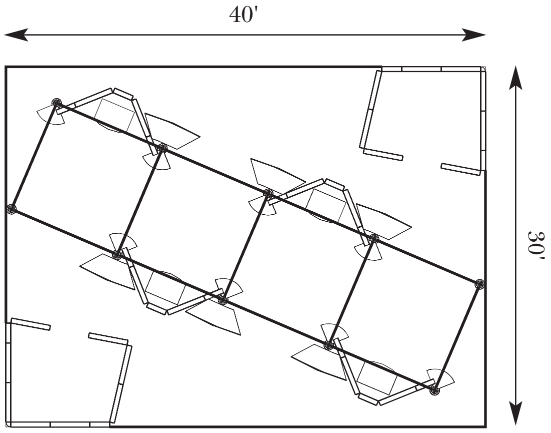

GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals
GE Specialty Chemicals

Isometric

Elements

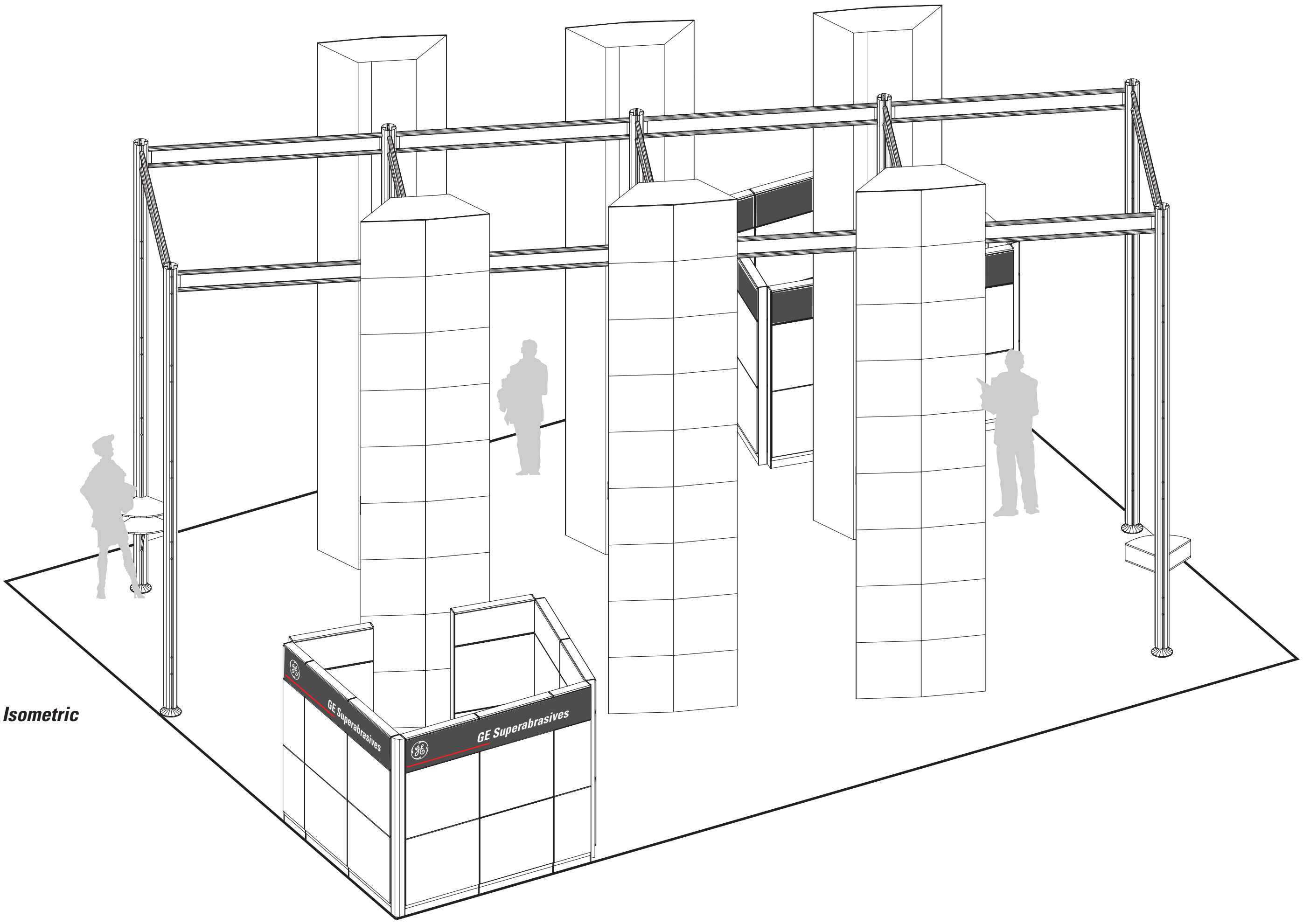
wall panel		6m post	10
- 39" x 96"	24	3m beam	13
- 19" x 96"	16	2 x 9 lightwall	6
door panel	2	small cabinet	4
connector		post double shelf	8
- 90° 2-way	2	graphic signature overlay	
- flexible	14	- 3m	4
96" end cover	12	- 2m	2
		- 1m	4
		100 sq. ft. carpet	12

custom:
- graphic signature overlays on lightwalls



Floor Plan

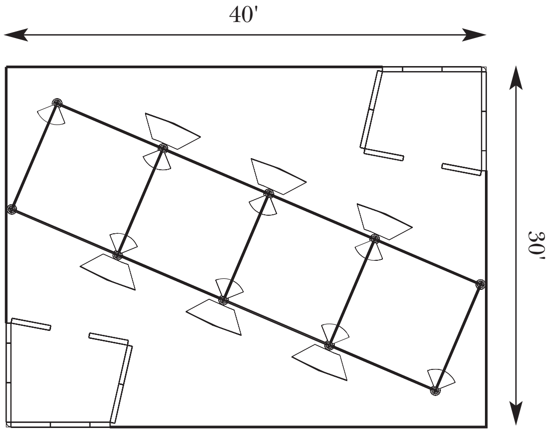
Island Exhibit: I - 3040C



Isometric

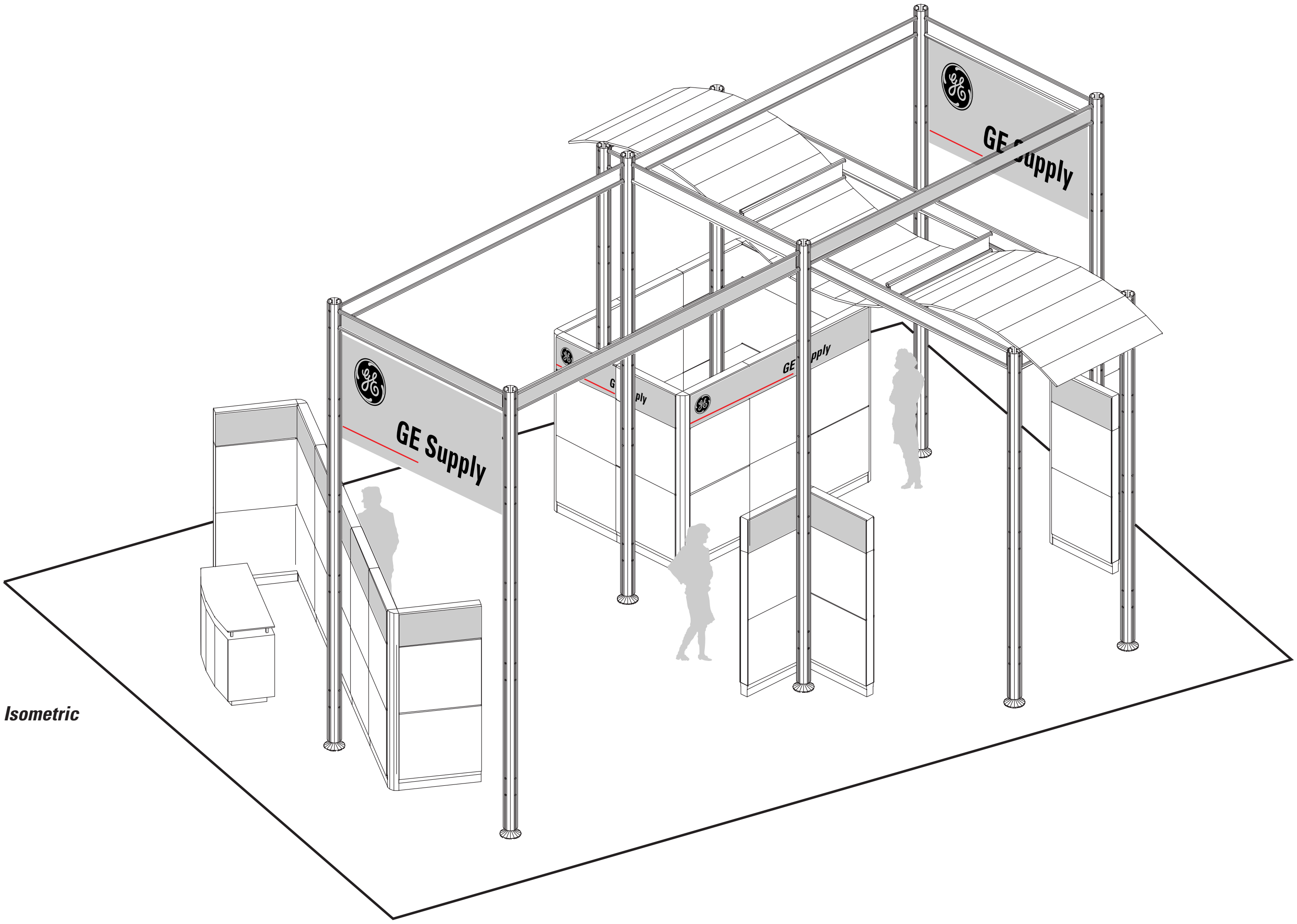
Elements

wall panel	
- 39" x 96"	16
- 19" x 96"	4
door panel	2
connector	
- 90° 2-way	2
- flexible	6
96" end cover	4
6m post	10
3m beam	13
2 x 9 lightwall	6
post double shelf	8
3m graphic signature overlay	4
100 sq. ft. carpet	12



Floor Plan

Island Exhibit: I - 3040D

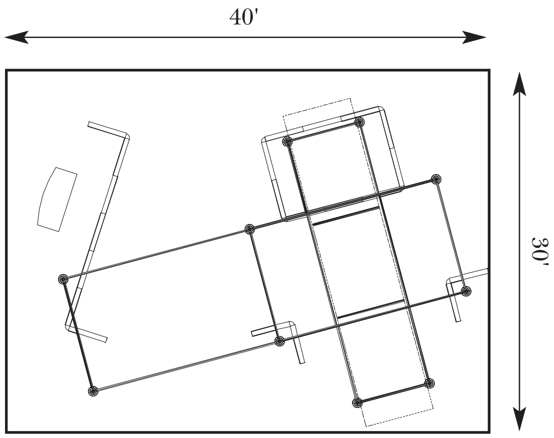


Isometric

Elements

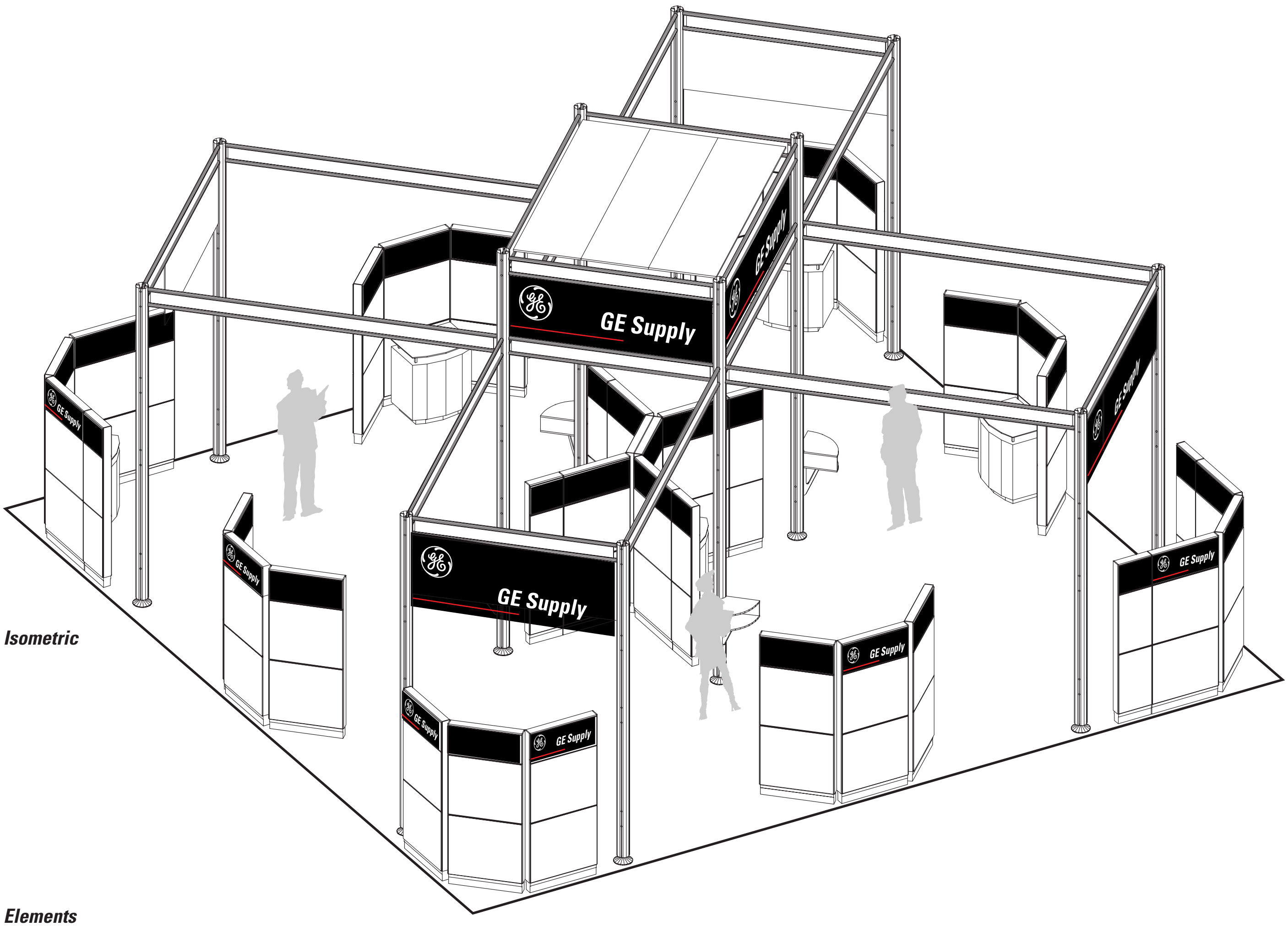
39" x 96" wall panel	20
door panel	1
90° 2-way connector	8
96" end cover	6
post	
- 5m	4
- 6m	6
beam	
- 2m	4
- 3m	3
- 5m	4
- 7m	2
large cabinet	1
ceiling panel	
- 2 x 2 arc	1
- 2 x 4 arc	2
cantilever ceiling arm	6
graphic signature overlay	
- 2m	2
- 3m	2
100 sq. ft. carpet	12

custom:
- banner graphics



Floor Plan

Island Exhibit: I - 4040A

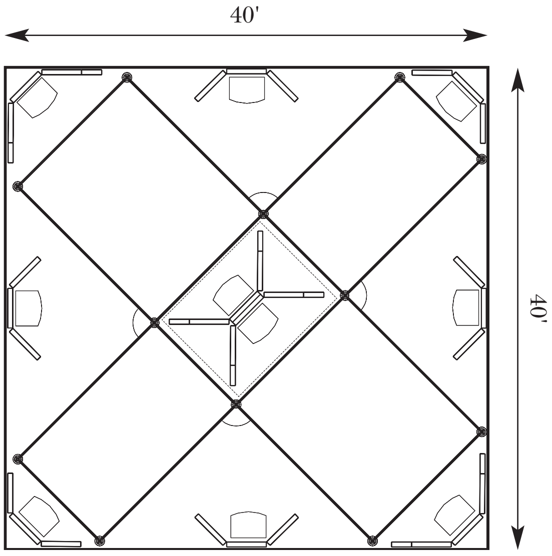

GE Supply
GE Supply
GE Supply
GE Supply
GE Supply
GE Supply
GE Supply
GE Supply
GE Supply

Isometric

Elements

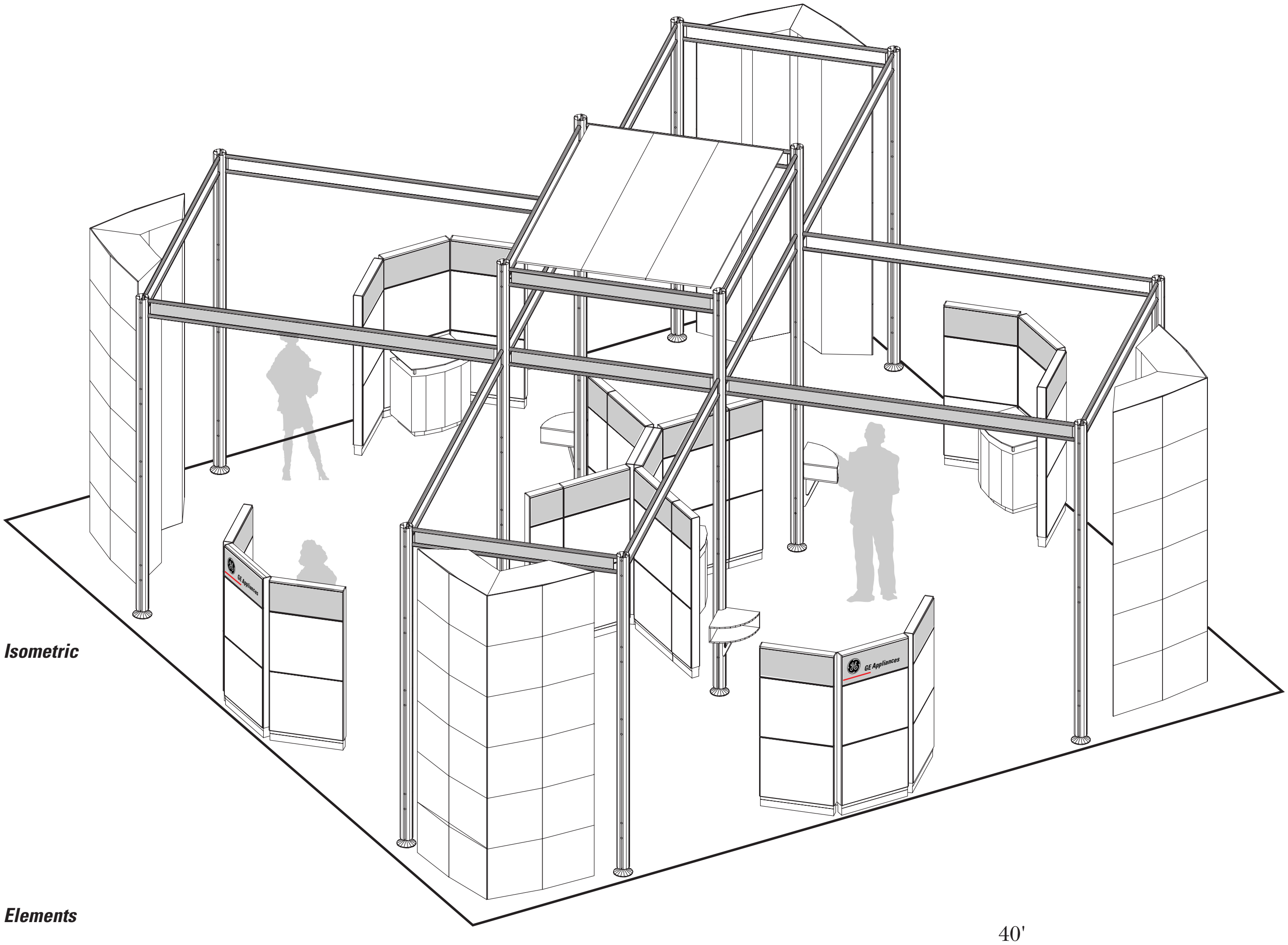
wall panel	
- 39" x 96"	30
- 19" x 96"	8
connector	
- 90° 2-way	2
- flexible	16
96" end cover	18
post	
- 5m	8
- 6m	4
beam	
- 3m	6
- 4m	6
- 5m	8
small cabinet	10
post double shelf	4
1 x 4 ceiling panel	3
1m graphic signature overlay	12
100 sq. ft. carpet	16

custom:
- banner graphics



Floor Plan

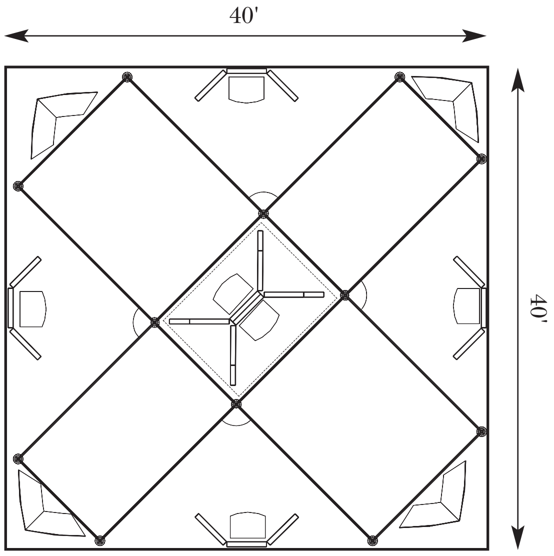
Island Exhibit: I - 4040B



Isometric

Elements

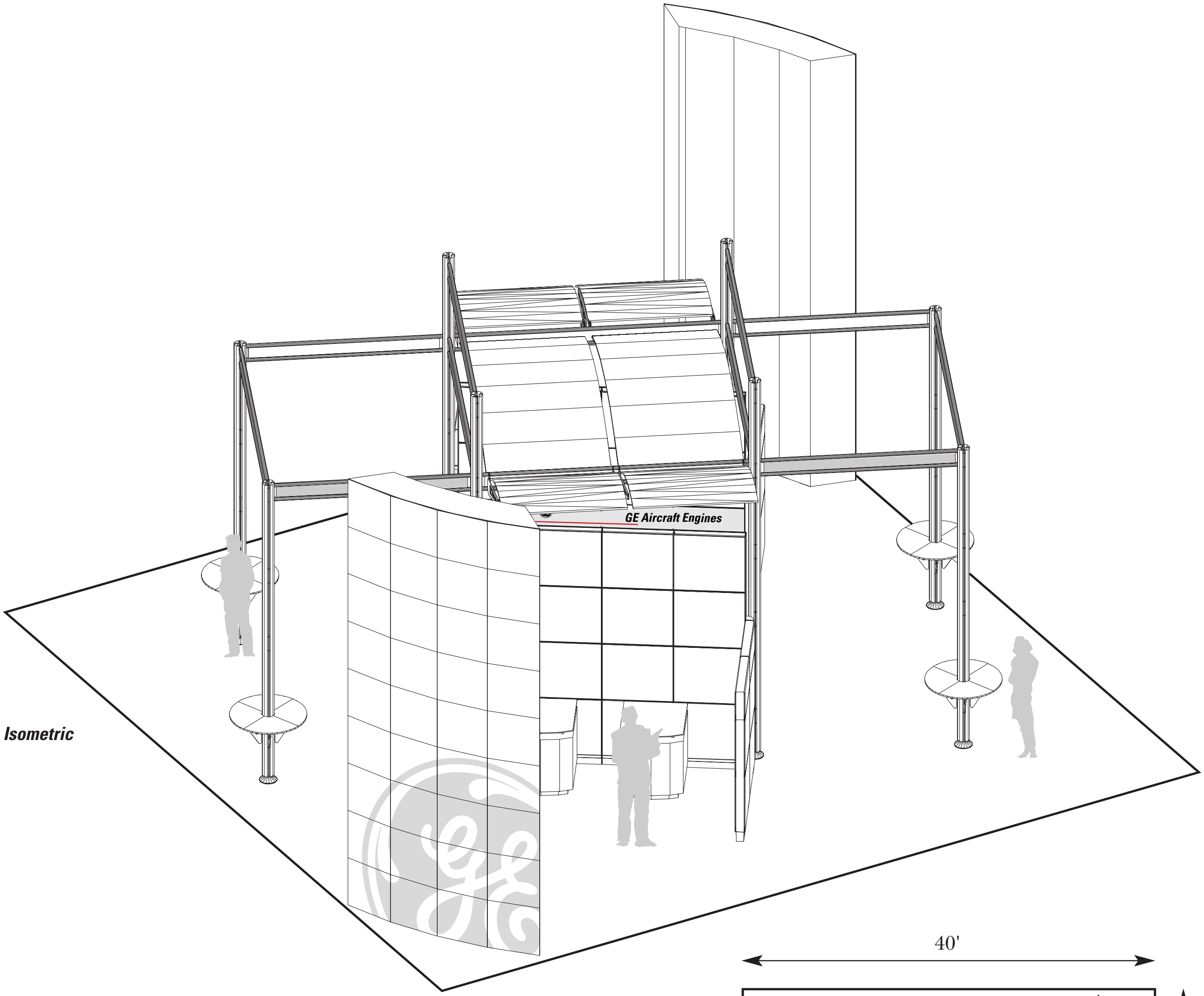
wall panel	
- 39" x 96"	18
- 19" x 96"	4
96" end cover	12
flexible connector	12
post	
- 5m	8
- 6m	4
beam	
- 3m	6
- 4m	6
- 5m	8
2 x 3 lightwall	16
small cabinet	6
post double shelf	4
1 x 4 ceiling panel	3
1m graphic signature overlay	4
100 sq. ft. carpet	16



Floor Plan

Island Exhibit: I - 4040C

Isometric

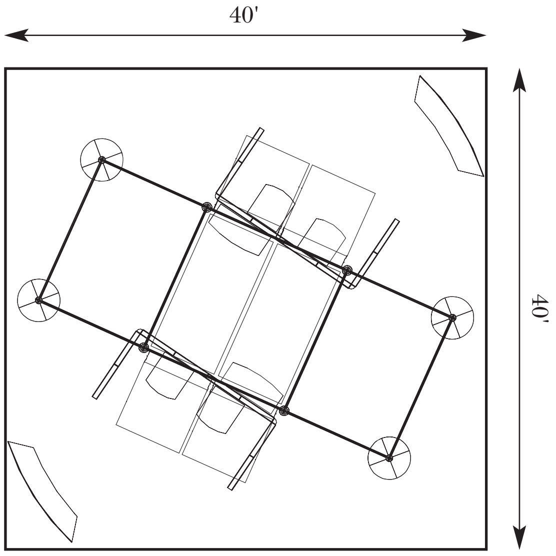


Elements

wall panel	
- 39" x 96"	16
- 39" x 39"	16
90° 2-way connector	4
96" end cover	4
post	
- 5m	4
- 6m	4
beam	
- 3m	4
- 4m	8

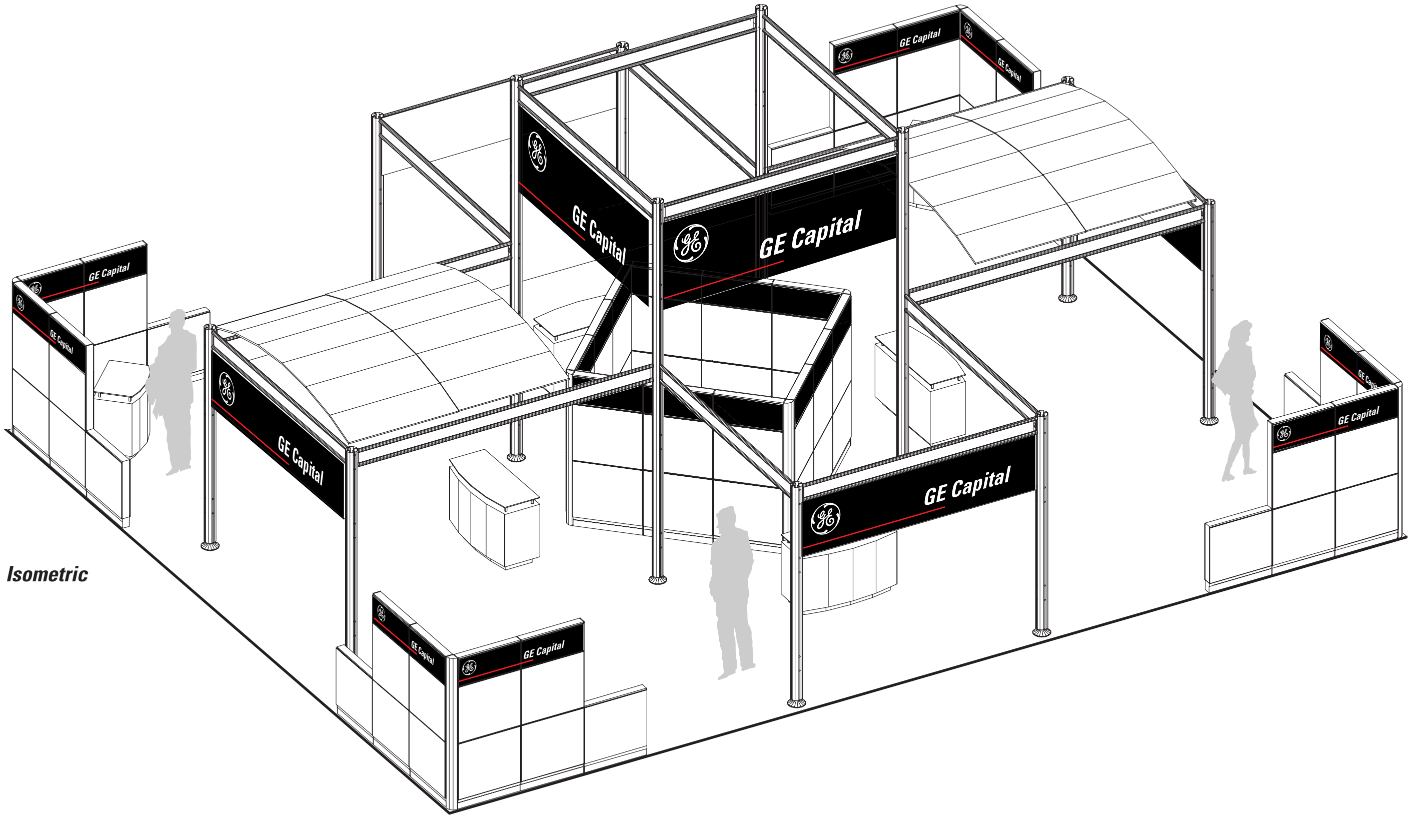
4 x 9 lightwall	2
large cabinet	2
small cabinet	4
post shelf	16
ceiling panel	
- 2 x 2 arc	4
- 2 x 4 arc	2
cantilever ceiling arm	8
Dynamic Monogram overlay	
- 4 x 4 lightwall sections	2
100 sq. ft. carpet	16

custom:
- 4m graphic signature overlay



Floor Plan

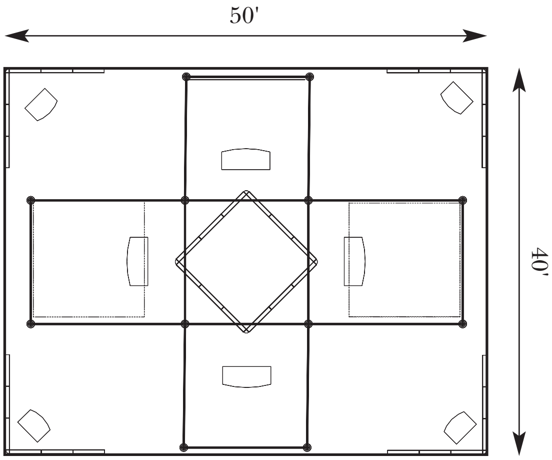
Island Exhibit: I - 4050A



Isometric

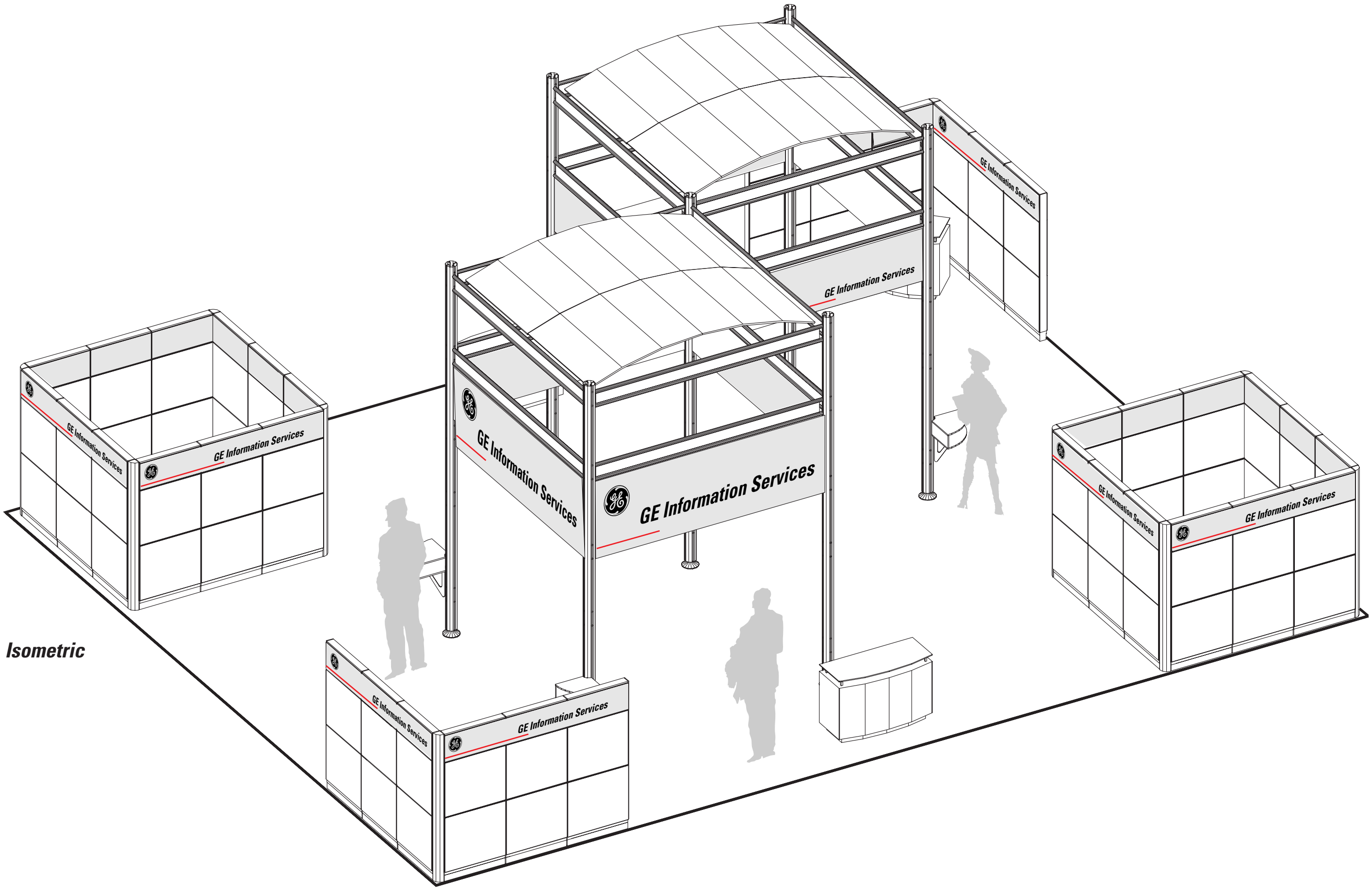
Elements

wall panel	
- 39" x 96"	28
- 39" x 39"	8
door panel	1
end cover	
- 96"	8
- 39"	16
90° 2-way connector	8
post	
- 4m	8
- 6m	4
beam	
- 4m	12
- 5m	4
large cabinet	4
small cabinet	4
2 x 4 arc ceiling panel	4
2m graphic signature overlay	16
100 sq. ft. carpet	20
custom:	
- banner graphics	



Floor Plan

Island Exhibit: I - 4050B

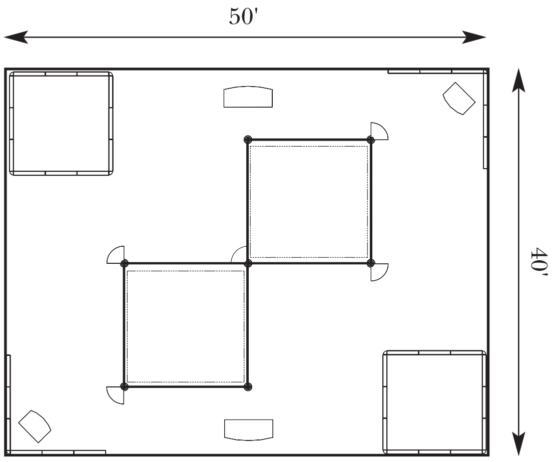

GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services
GE Information Services

Isometric

Elements

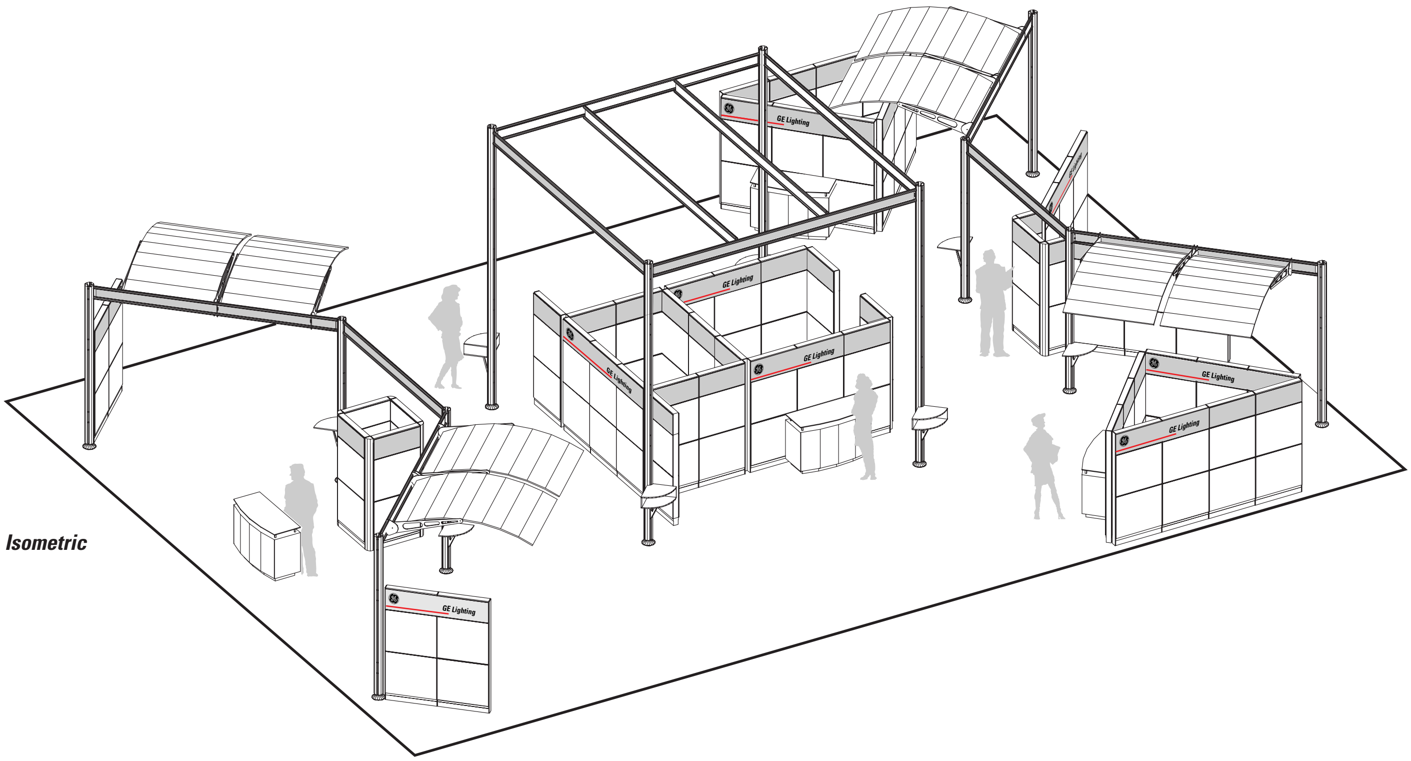
39" x 96" wall panel	34
door panel	2
90° 2-way connector	10
6m post	7
4m beam	16
large cabinet	2
small cabinet	2
post double shelf	5
2 x 4 arc ceiling panel	4
3m graphic signature overlay	12
100 sq. ft. carpet	20

custom:
-banner graphics



Floor Plan

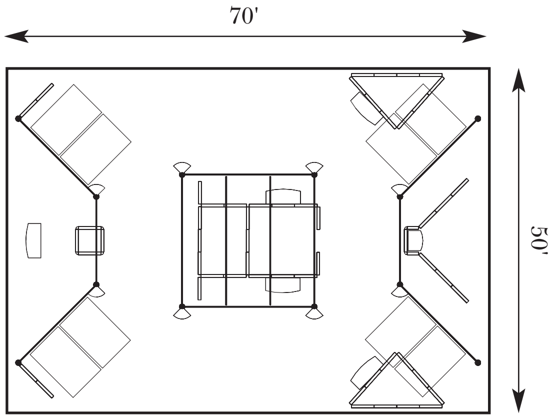
Island Exhibit: I - 5070A


GE Lighting
GE Lighting
GE Lighting
GE Lighting
GE Lighting
GE Lighting
GE Lighting

Isometric

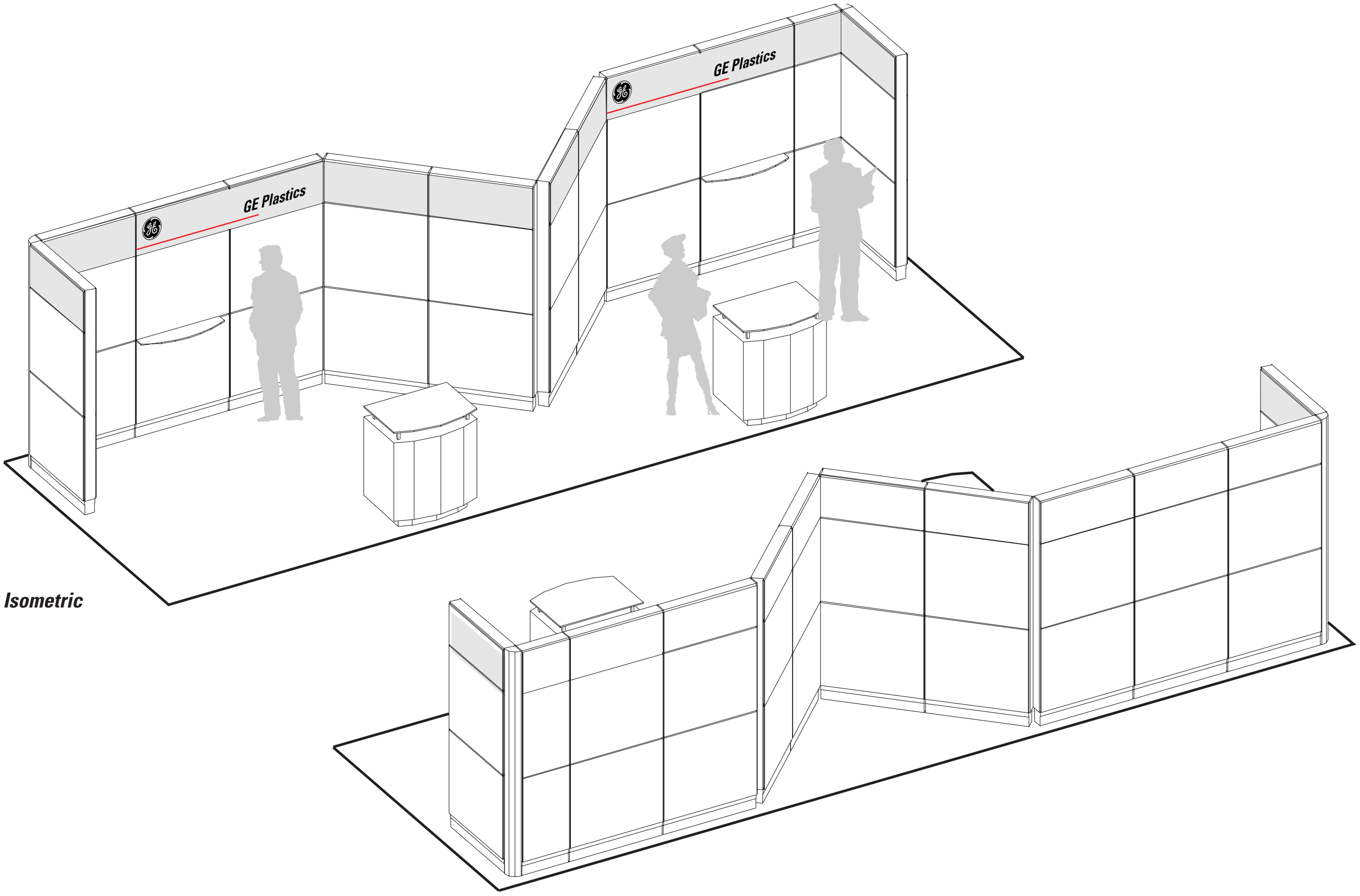
Elements

wall panel		large cabinet	5
- 39" x 96"	53	small cabinet	1
- 19" x 96"	4	post shelf	4
door panel	5	post double shelf	4
connector		2 x 4 arc ceiling panel	8
- 90° 2-way	8	cantilever ceiling arm	16
- 90° 3-way	4	graphic signature overlay	
- flexible	8	- 2m	12
96" end cover	8	- 3m	4
post		100 sq. ft. carpet	35
- 4m	8		
- 6m	4		
beam			
- 4m	2		
- 5m	4		
- 6m	6		



Floor Plan

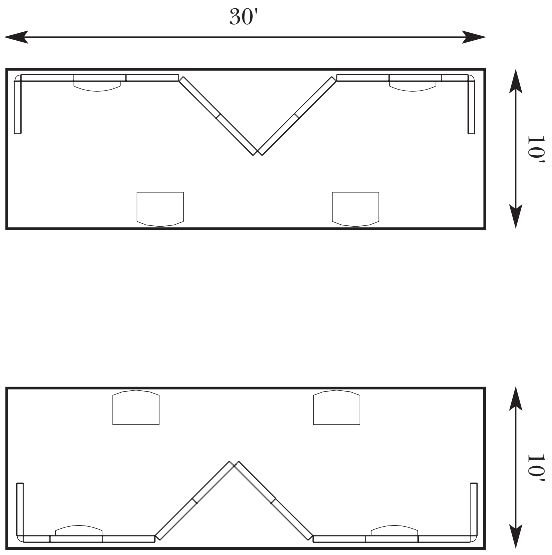
Cross-Aisle Exhibit: C - 3030A



Isometric

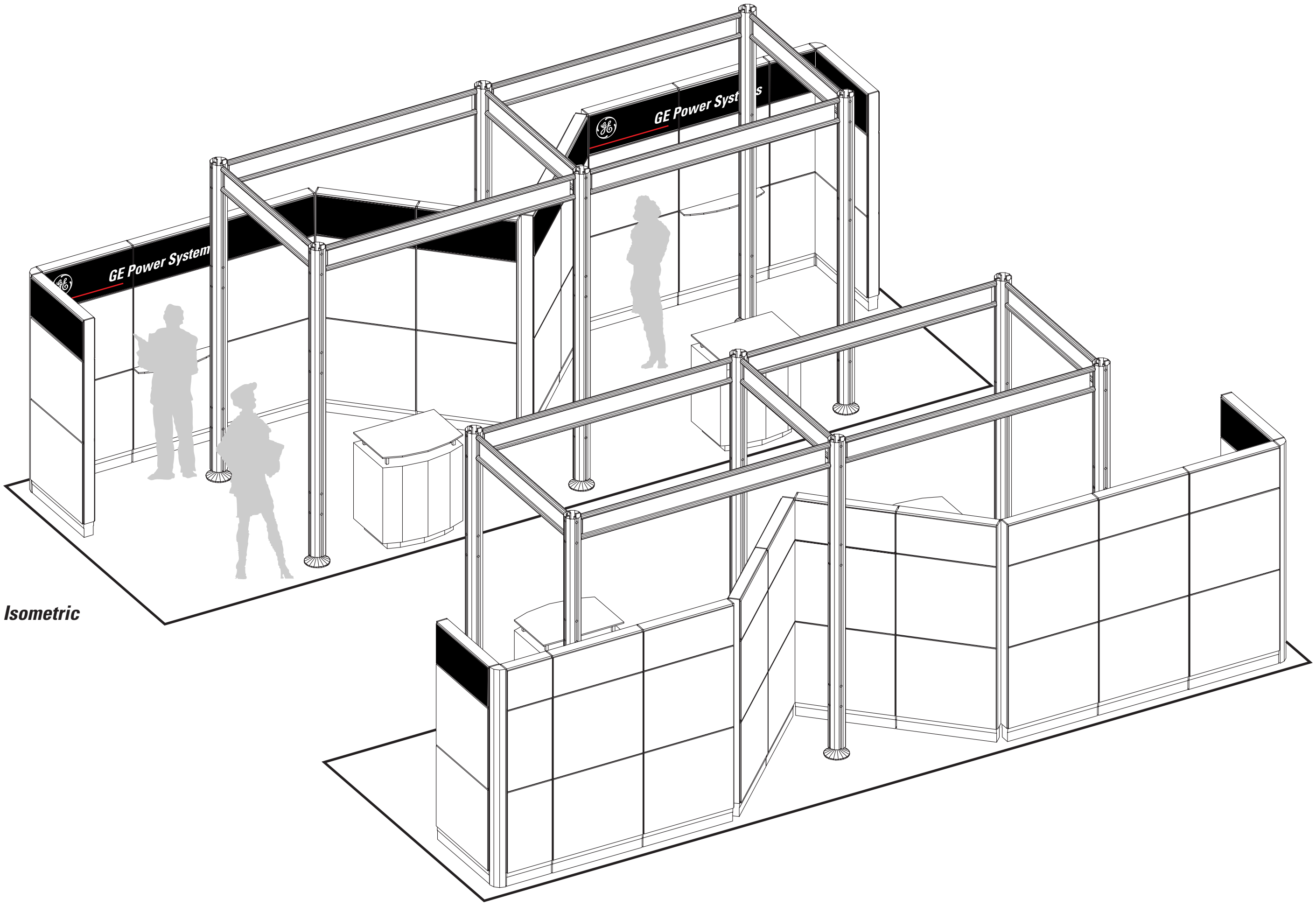
Elements

wall panel	
- 39" x 96"	22
- 19" x 96"	2
connector	
- 90° 2-way	4
- flexible	6
96" end cover	4
small cabinet	4
lead shelf	4
2m graphic signature overlay	4
100 sq. ft. carpet	6



Floor Plan

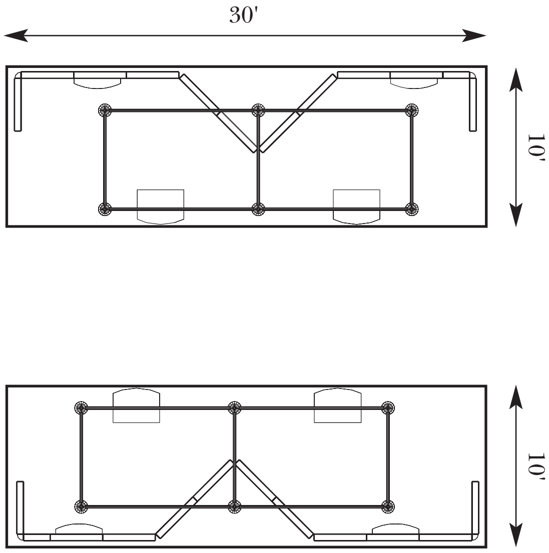
Cross-Aisle Exhibit: C - 3030B



Isometric

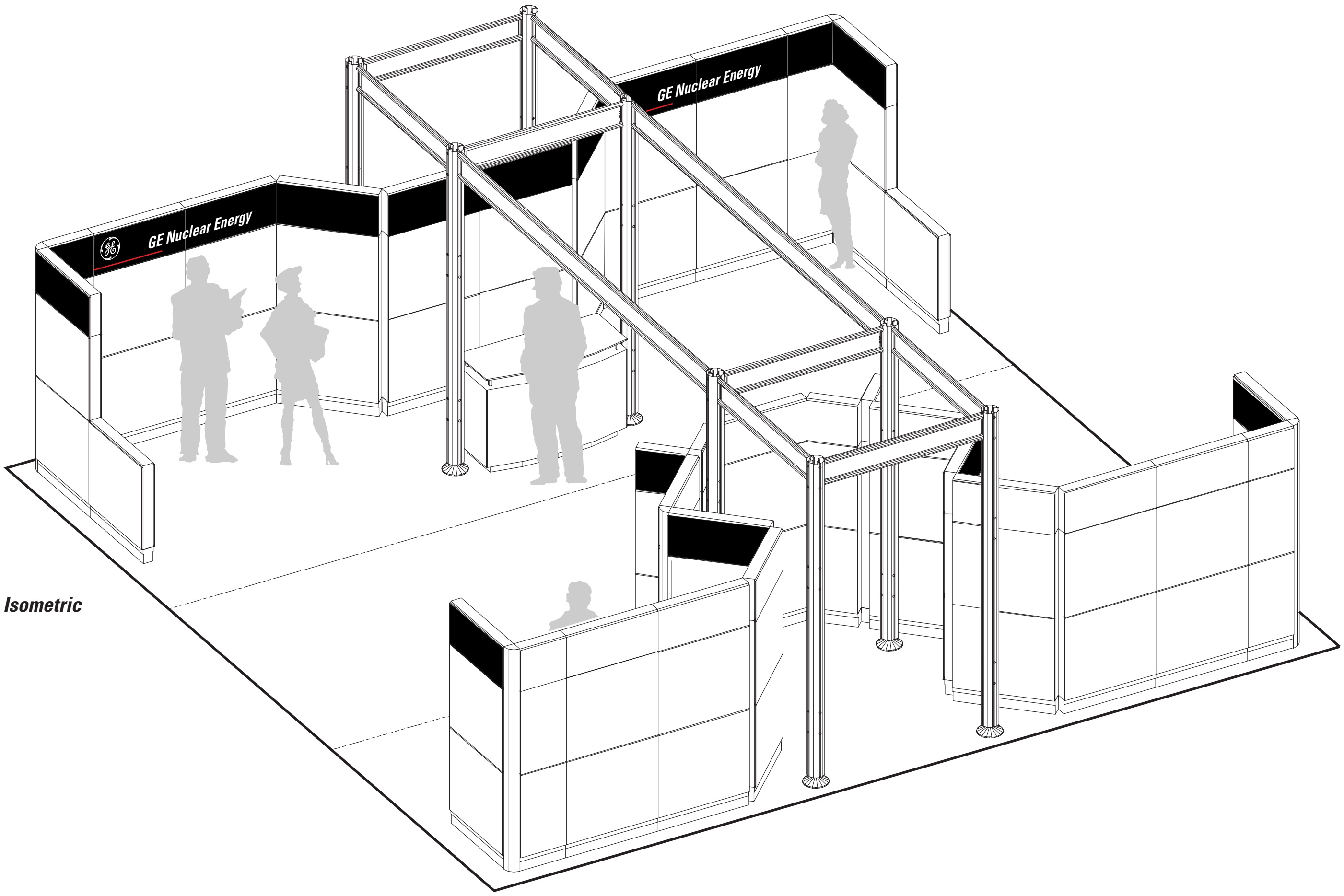
Elements

wall panel	
- 39" x 96"	22
- 19" x 96"	2
connector	
- 90° 2-way	6
- flexible	4
96" end cover	4
4m post	12
beam	
- 2m	6
- 3m	8
small cabinet	4
lead shelf	4
2m graphic signature overlay	4
100 sq. ft. carpet	6



Floor Plan

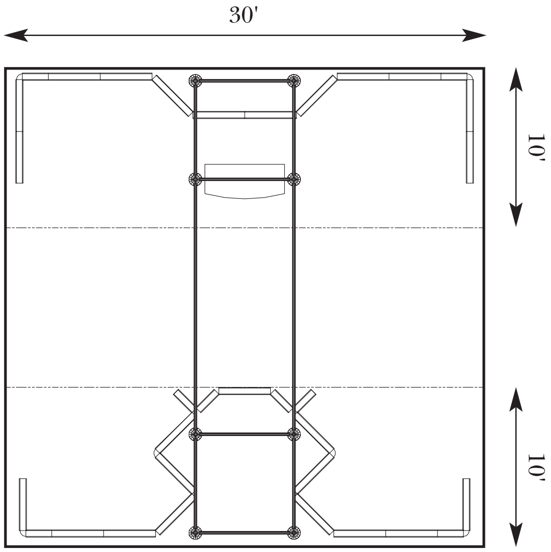
Cross-Aisle Exhibit: C - 3030C



Isometric

Elements

wall panel	
- 39" x 96"	23
- 19" x 96"	8
- 39" x 39"	2
connector	
- 90° 2-way	6
- 90° 3-way	2
- flexible	10
96" end cover	6
4m post	8
beam	
- 2m	8
- 5m	2
large cabinet	1
2m graphic signature overlay	4
100 sq. ft. carpet	6



Floor Plan

Standard Elements

The group of strong and durable but lightweight and easy-to-assemble elements shown in this section can be used to create a nearly infinite variety of exhibits, as shown in the examples in Section 04: Modular Exhibits.

Because the elements are reusable, their unit costs are amortized over their reuses: The more they are used, the less they cost per use. Thus, GE will enjoy the greatest cost savings through the reuse of these standard elements for years to come.

For assistance in designing an exhibit using the standard elements, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

Custom Elements

Although the standard modular elements accommodate most tradeshow exhibit requirements, occasionally a custom element is needed: for example,

- a cradle mount for an aircraft engine
- kitchen cabinets in an exhibit of appliances

Any business requiring a custom element is responsible for all costs associated with it including, for example, design, fabrication, and storage.

Nevertheless, the costs associated with a custom element can be amortized over the use and reuse of the element by other GE businesses according to the following method:

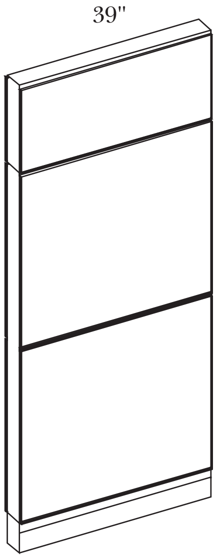
- On request, the exhibit supplier may develop a use cost for the custom element.
- Each time another GE business uses the custom element, a percentage of the use cost is credited to the originator of the custom element.
- Once the originator of the custom element is fully reimbursed for the original cost, the originator is charged the standard use cost.

To maintain the continuity of GE’s image over all exhibits, custom elements are designed to be compatible with the standard modular elements. This requirement helps make the custom element attractive to other businesses, whose use can lower the cost of the custom element, as described above.

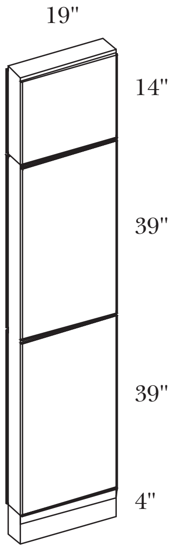
Note: To ensure compatibility between custom and standard elements, only the designated exhibit supplier may design, fabricate, and store custom elements.

For more information on the design, fabrication, and use of custom elements, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

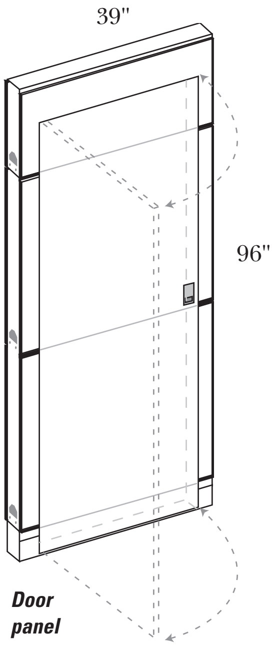
Wall Panels



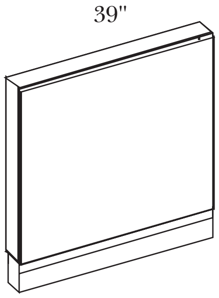
Wall panel



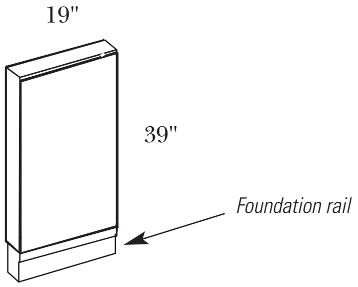
Half-wide wall panel



Door panel



Individual wall panel



Half-wide individual wall panel

Wall panels, the primary exhibit modules, are composed of *wall frames, panel skins,* and *foundation rails*. They are used to define the physical parameters of an exhibit and to display graphics. They are available in two standard sizes:

- 39" x 96" (full wall panel)
- 19" x 96" (half-wide wall panel)

A wall panel is divided into three display areas:

- The *header,* the top 14", is the area where a *graphic signature overlay* is normally displayed.
- The middle panel, 39" in height, is the area where a *graphic overlay* bearing exhibit details such as product features and benefits in headlines, text, photographs, or illustrations, is displayed.
- The lower panel, 39" in height, is the area into which images used in the middle panel may extend. No other content should appear here.

For more information about these display areas, see Section 06: Typical Exhibit Graphics, “Graphic Hierarchy,” pages 06.04 and 06.05.

The *foundation rail* is 4" in height. This dimension is included in the overall height dimension of 96", shown in the examples at the left.

Note: A foundation rail and standard-color panel skin are included in the wall panel element use cost.

Door panels have the same dimensions as and are used in place of wall panels to provide access to storage areas or privacy in conference rooms.

Individual wall panels, the modules used to create a custom-height wall, are only one section in height (39") and can be assembled up to four panels high using *connectors*. They are available in two widths:

- the same width as the full wall panel, 39”
- the same width as the half-wide wall panel, 19"

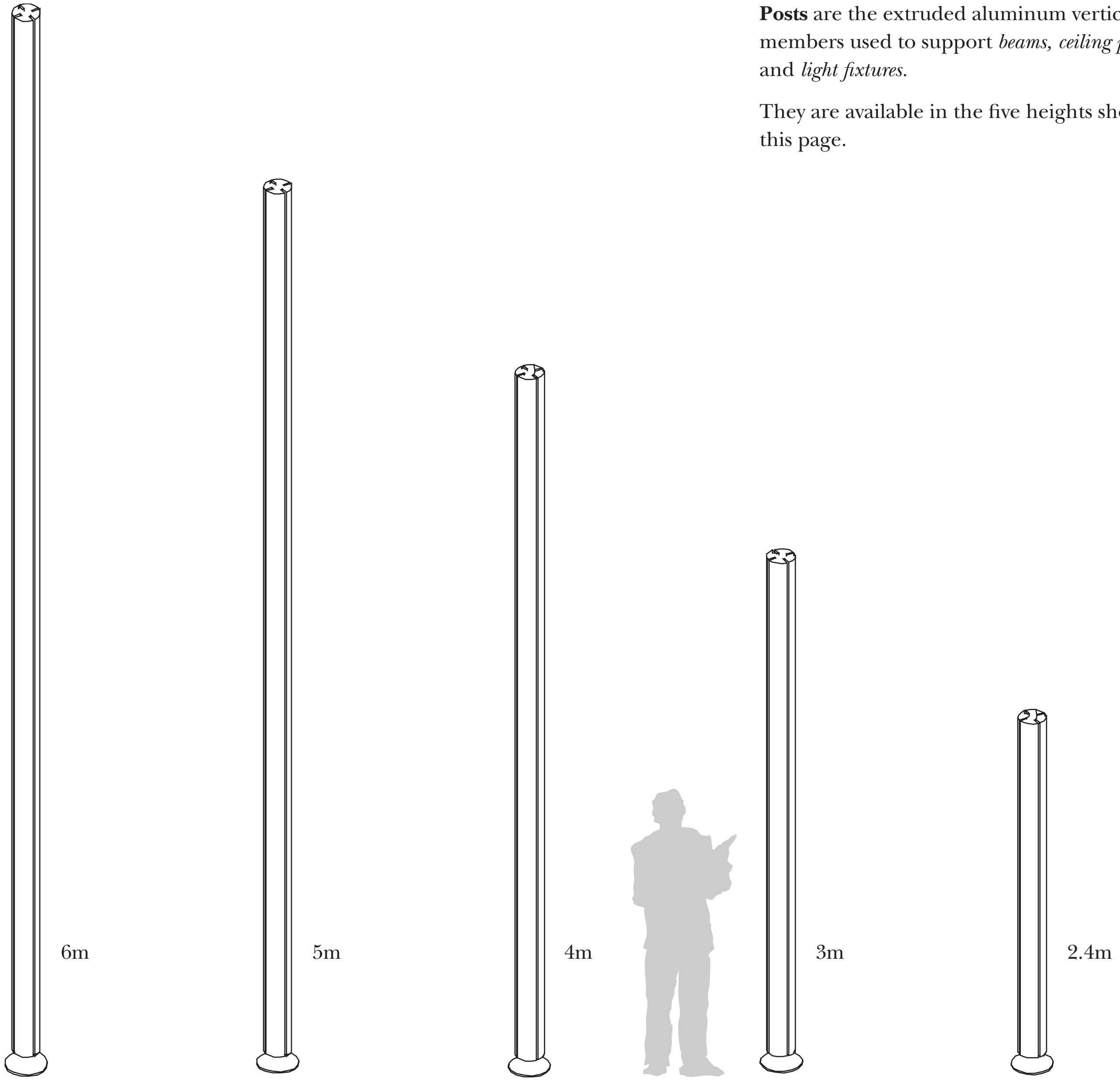
Notes

- Foundation rails and end covers can be attached to individual wall panels. Their costs are not included in the individual wall panel element use cost.
- The dimension of the foundation rail, 4", is not included in the overall height dimension shown in the example at the left; thus, an individual wall panel with a foundation rail measures 39" x 43".

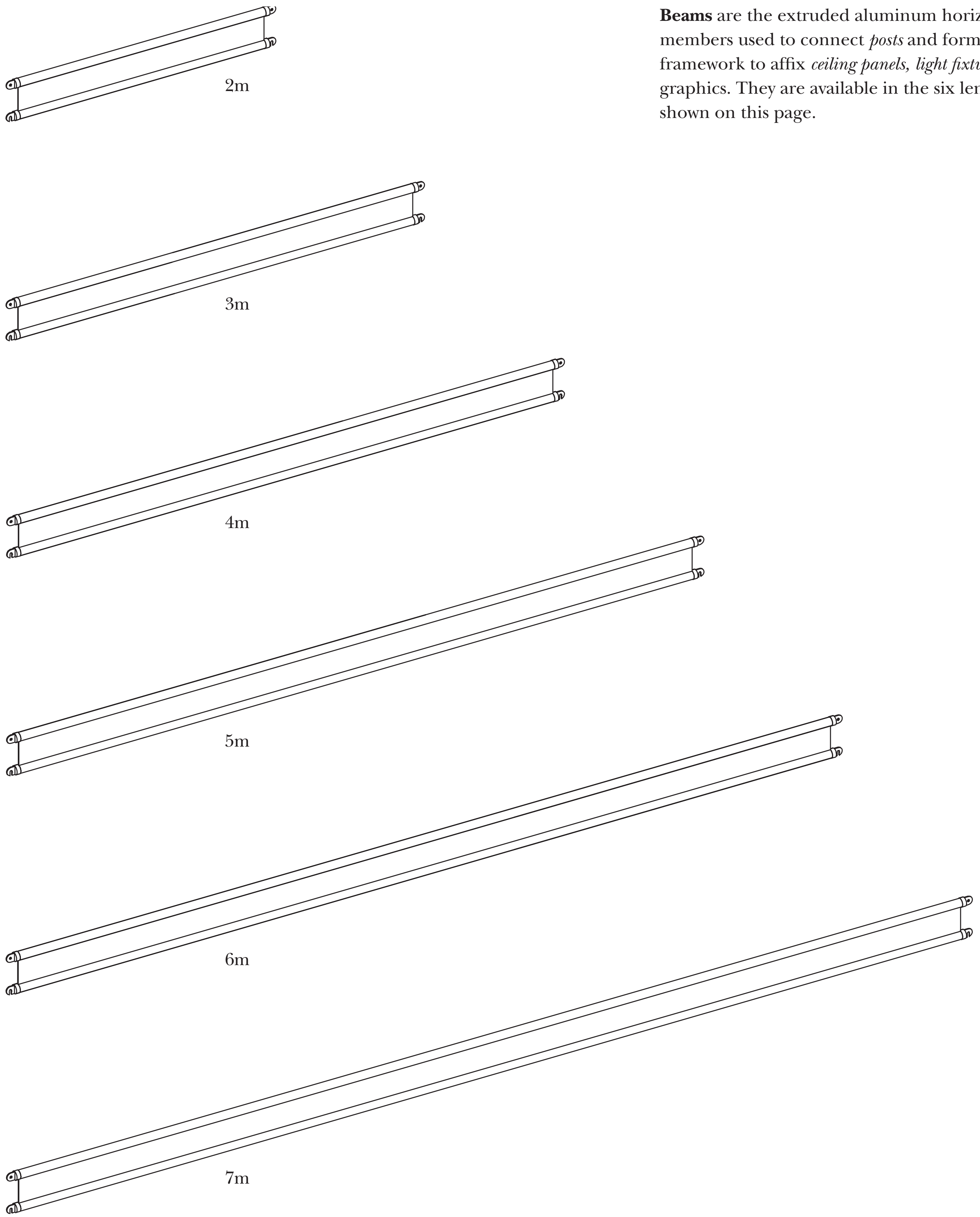
Posts

Posts are the extruded aluminum vertical members used to support *beams, ceiling panels,* and *light fixtures.*

They are available in the five heights shown on this page.



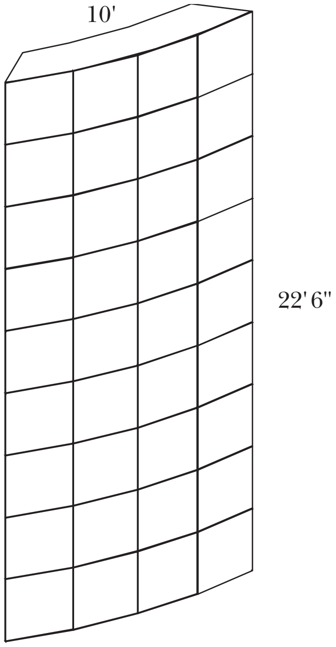
Beams are the extruded aluminum horizontal members used to connect *posts* and form the framework to affix *ceiling panels, light fixtures,* and graphics. They are available in the six lengths shown on this page.



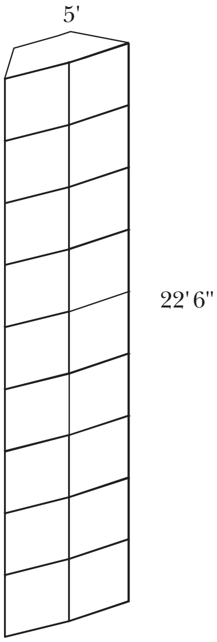
Lightwalls, internally illuminated curved structures with translucent white surfaces, are used in addition to or in place of *wall panels* to

- provide lighting
- make the exhibit attractive and inviting
- provide a pleasing contrast between the curved surface of the lightwall and the right-angle structure of the modular exhibit elements
- display the GE identity elements such as the graphic signature and Dynamic Monogram in a large format

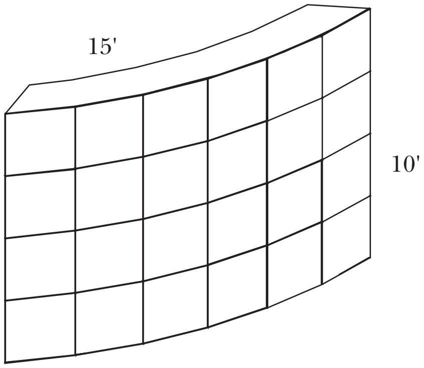
The size and shape of a lightwall is determined by its square sections, each of which measures 2'6" x 2'6". Thus, a lightwall of 4 x 9 sections measures 10' x 22'6", as shown in the example at the far left. Note: Lightwall sections are not modular; they cannot be reassembled in any shape or size other than those shown on this page and listed in Section 07: Typical Exhibit Costs, "Element Use Costs," page 07.03.



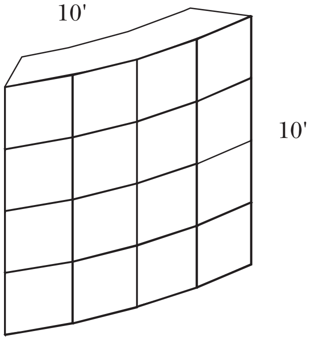
4 x 9 sections



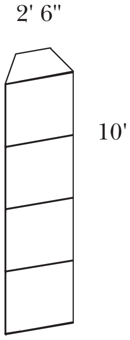
2 x 9 sections



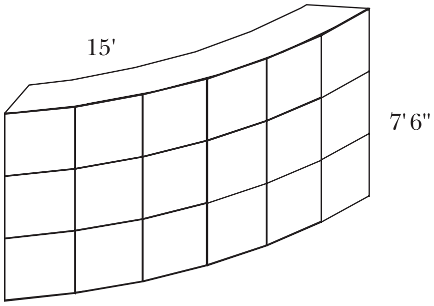
6 x 4 sections



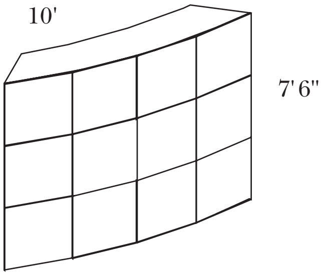
4 x 4 sections



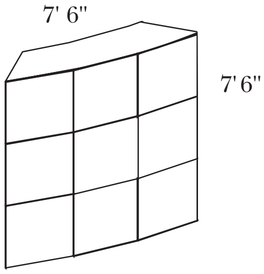
1 x 4 sections



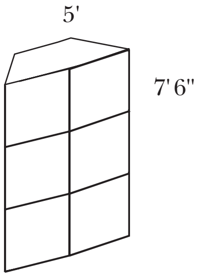
6 x 3 sections



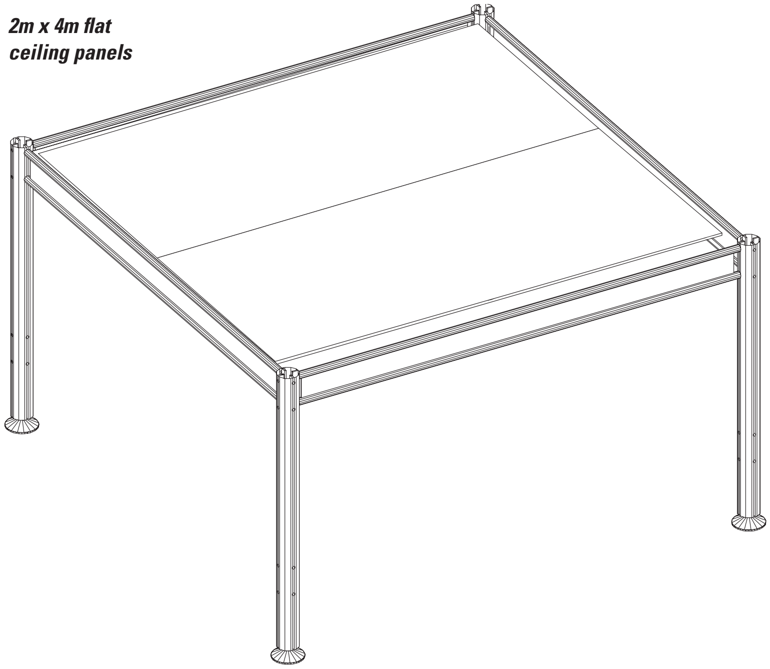
4 x 3 sections



3 x 3 sections



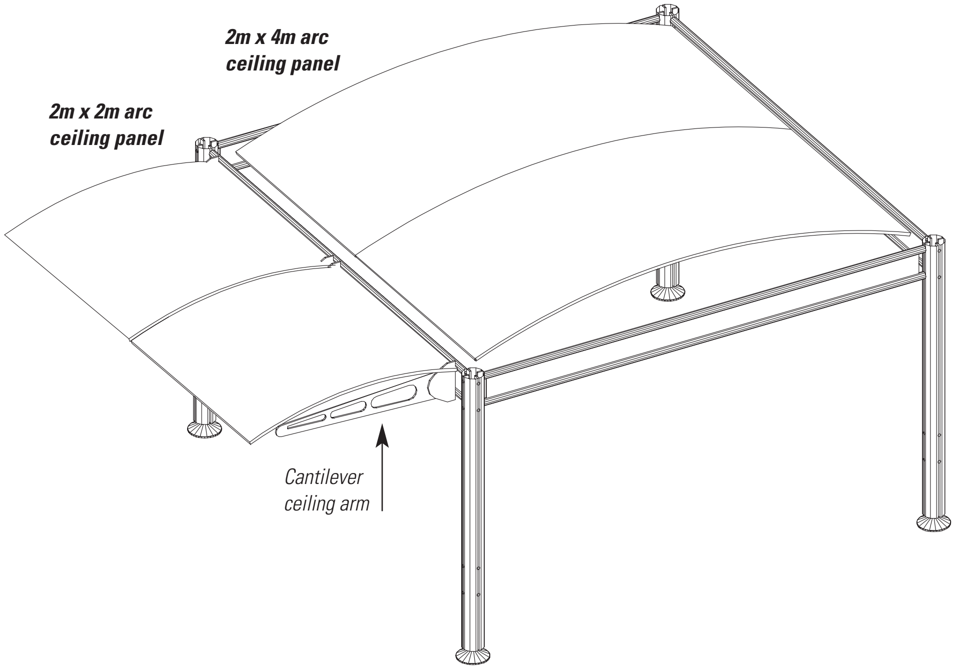
2 x 3 sections


2m x 4m flat
ceiling panels

Ceiling panels, made of translucent white cloth, are used with *posts* and *beams* to control exhibit lighting while making the exhibit attractive and inviting. They are available flat or arced in the following sizes (measured in meters):

- arc: 1 x 2, 1 x 3, 1 x 4, 2 x 2, 2 x 4, and 3 x 3
- flat: 1 x 4, 2 x 2, 2 x 4, and 3 x 3

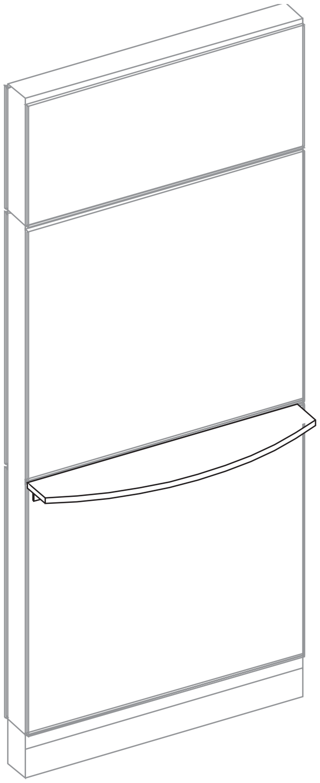
Cantilever ceiling arms, the aluminum elements that project from a *post* or *beam* to support a *ceiling panel*, are used when a panel is connected on only one side.


2m x 4m arc
ceiling panel
2m x 2m arc
ceiling panel
Cantilever
ceiling arm

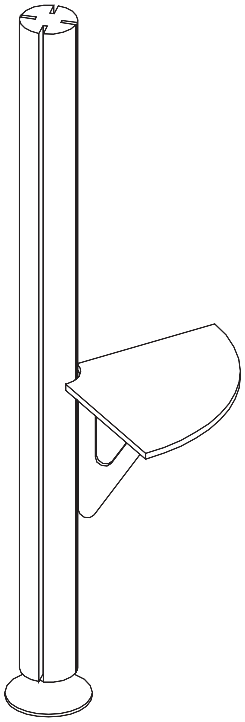
Shelves

Shelves are the aluminum modules used to support and display three-dimensional objects such as products or literature. They include

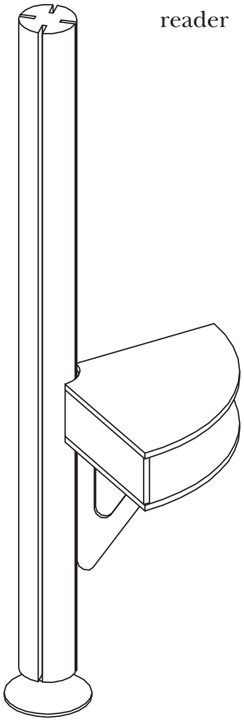
- the **lead shelf,** with a flat back edge and a curved front edge, 39" x 8" (at the widest point of the curve), that attaches to a *wall panel*
- the **post shelf,** shaped like a quarter-circle with two flat edges at a right angle and a curved front edge, 30" x 18½", that attaches to a *post*
- the **post double shelf,** like the post shelf but with two shelves, which can be used to hold a card reader



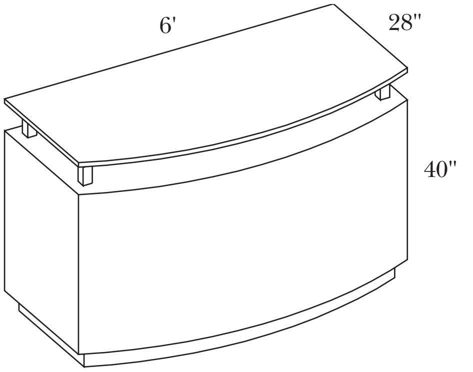
Lead shelf
(attaches to wall panel)



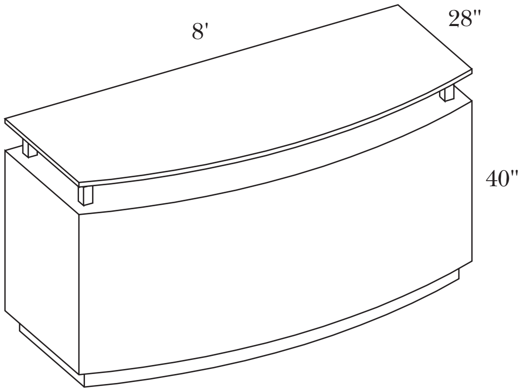
Post shelf



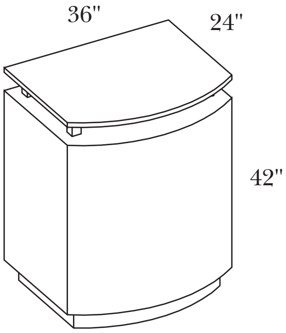
Post double shelf



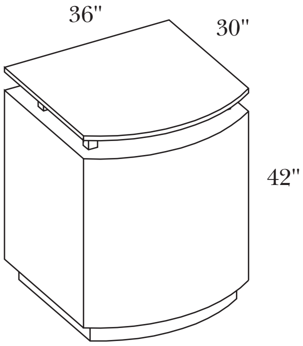
6' reception counter



8' reception counter



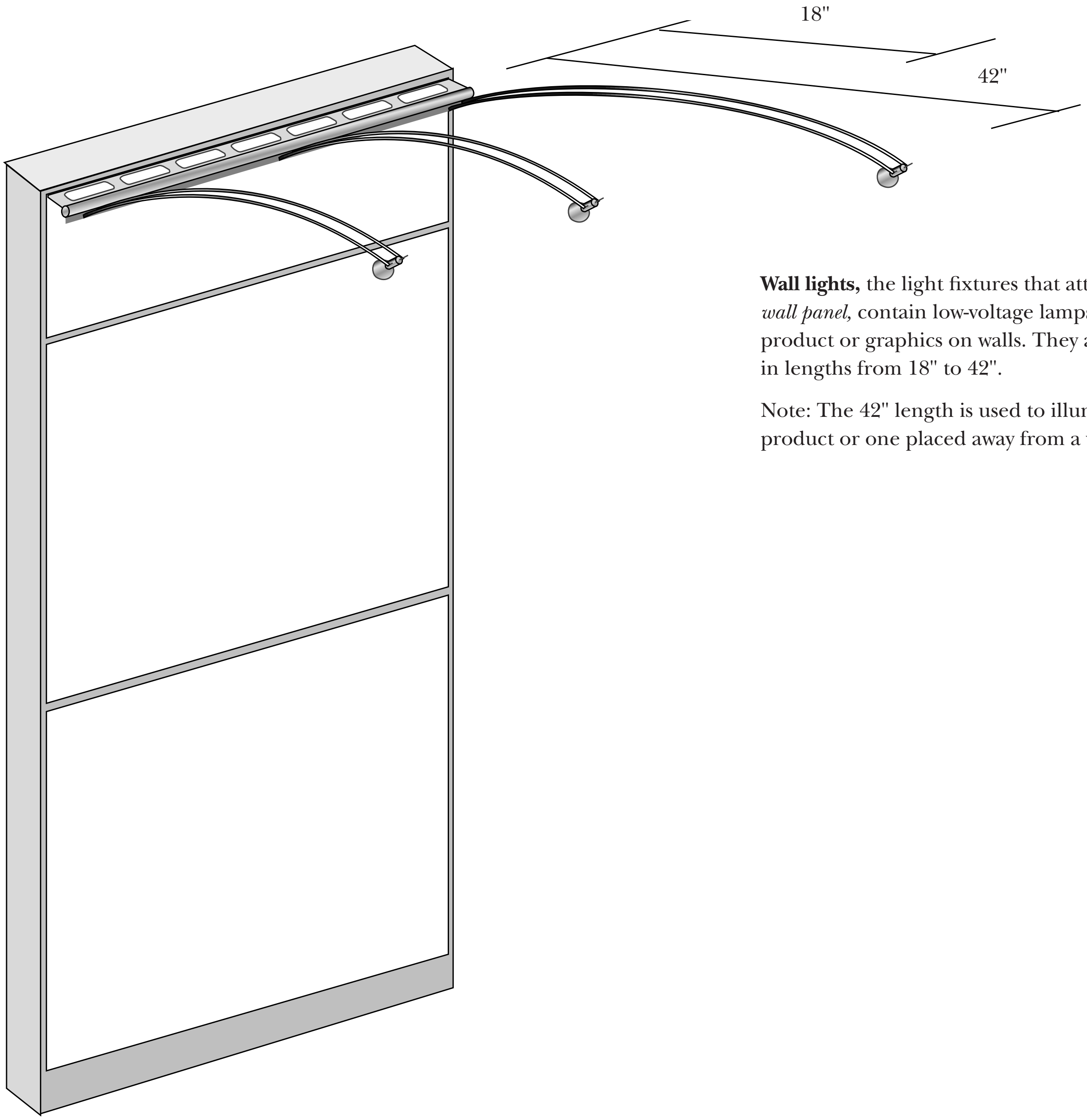
Small cabinet



Large cabinet

Reception counters provide a focal point to meet visitors and display literature and large products. For storage, an inside shelf is accessed through rear locking doors. With common dimensions of 40" in height and 28" in depth, the reception counters are available in two lengths: 6' and 8'.

Cabinets accommodate small displays: for example, the small cabinet can be used for a computer monitor, and the large cabinet can display small products. For storage, the inside is accessed through front locking doors. With common dimensions of 42" in height and 36" in length, the cabinets are available in two depths: 24" and 36".

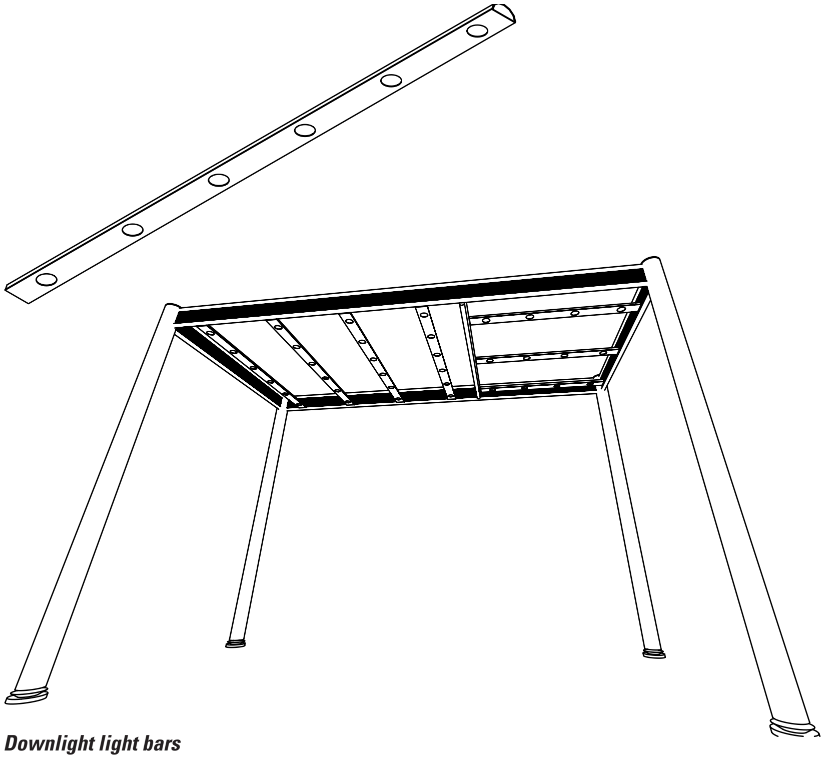


Wall lights, the light fixtures that attach to a *wall panel,* contain low-voltage lamps to light a product or graphics on walls. They are available in lengths from 18" to 42".

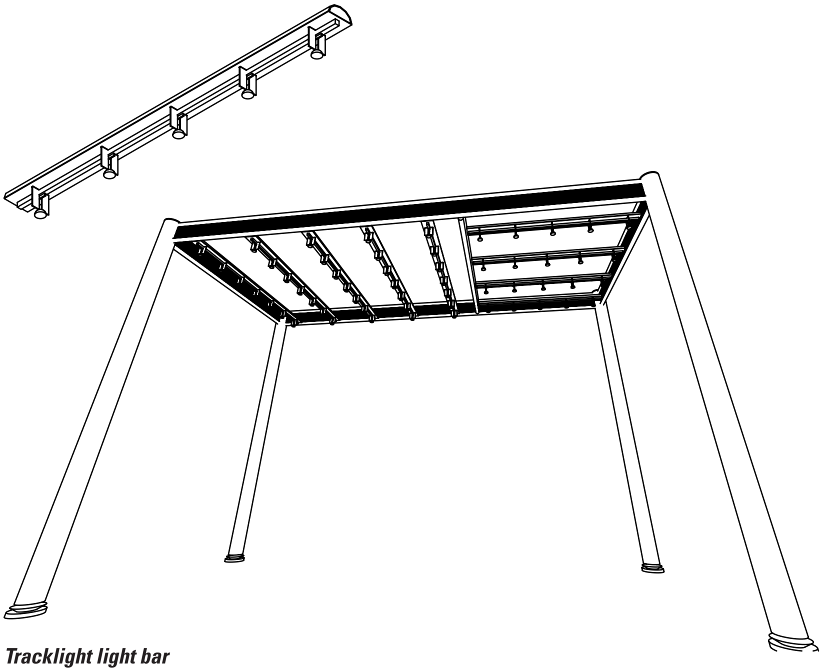
Note: The 42" length is used to illuminate a large product or one placed away from a wall.

Downlight light bars, attached to *beams* and containing a series of low-voltage lamps, are used to provide general illumination. They are available in two sizes: 2m and 3m.

Tracklight light bars, attached to *beams* and containing a series low-voltage lamps, are used to highlight products or graphics. They are available in two sizes: 2m and 3m.



Downlight light bars
2m or 3m



Tracklight light bar
2m or 3m

The GE exhibit program is built on the foundation of the GE Identity Program. Thus, the layout of exhibit panels incorporates the same identity elements and follows the same principles used in all program applications, including

- ***the graphic signature*** with its three elements:
  - the signature Monogram
  - signature typography (Univers 68 and, if needed, Univers 48)
  - the Laser Line
- ***the corporate colors:*** Platinum Grey, Laser Red, black, and white
- ***the GE color palettes,*** three groups of specially selected colors
- ***program typography*** including
  - ITC New Baskerville
  - Univers and Univers Condensed
- ***graphic support*** including
  - photographs
  - illustrations
  - thematic graphics
  - the Dynamic Monogram
- ***the principle of asymmetry***

For more information on GE identity elements and principles, see document **100**, *Basic Standards.*

Typical exhibit graphics, using the GE identity elements and principles, are shown on the following pages.

For assistance in designing exhibit graphics, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

As an alternative, you may design and lay out the exhibit graphics using a personal computer. To facilitate production of such graphics, provide the final electronic artwork in Encapsulated PostScript (EPS) files.

Standard GE exhibits

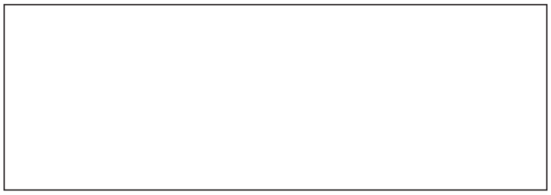
- **are built from white or light grey wall panels with an aluminum framework**
- **use solid medium grey carpet**

Headers are available in a variety of standard and custom colors, as shown on page 06.03.

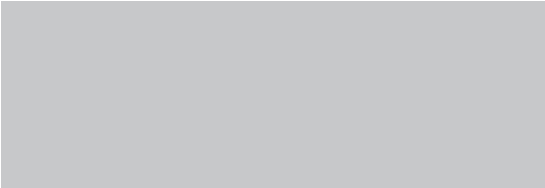
Optional fabric ceiling panels and lightwalls are translucent white.

continued

Wall panel

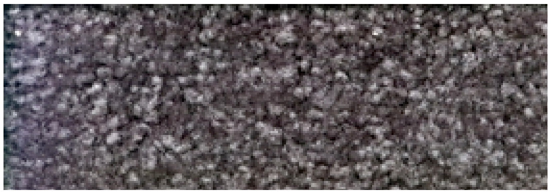


White



Light grey

Carpet



Solid grey

Note: Reproduction distorts color.
For samples of the colors and materials used in production, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

The standard colors for headers (located in zone 3, as described on pages 06.04 and 06.05) include white, light grey, black, and Laser Red.

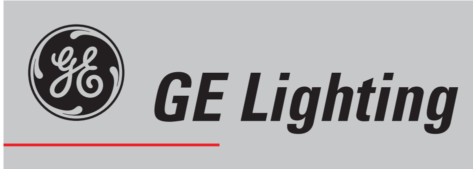
At an additional charge, headers can be provided in a custom color: for example, any of the colors in the GE color palettes, six of which are shown below as recommended alternatives to the standard header colors.

Colored headers may be used

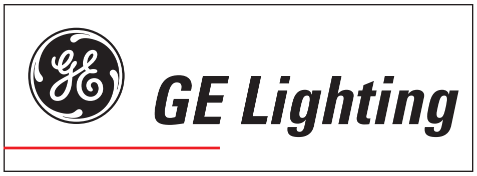
- with or without graphic signatures or copy
- as an accent to feature or emphasize a specific area or product

Work with the exhibit supplier designers to design your exhibit to include color accent header panels.

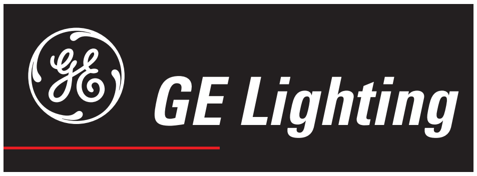
Standard header background colors



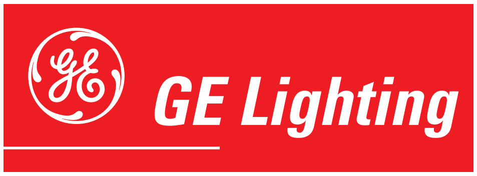
Light Grey



White

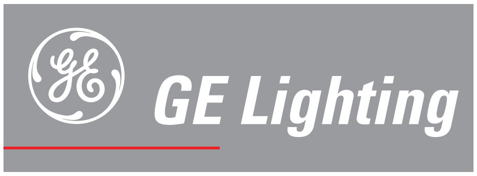


Black

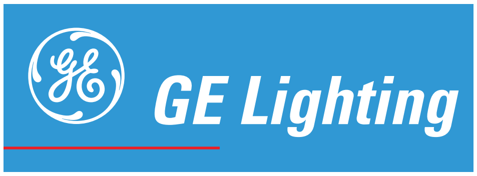


Laser Red

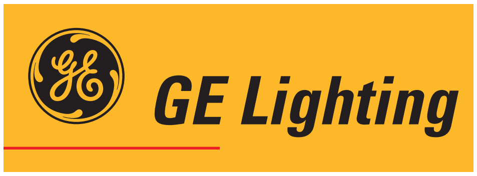
Typical custom header background colors



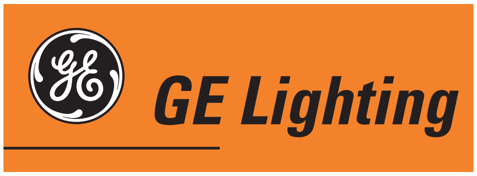
Platinum Grey



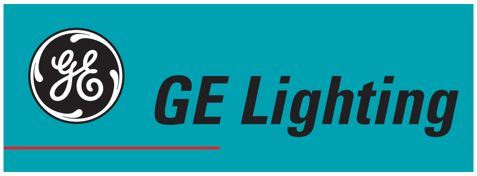
Blue



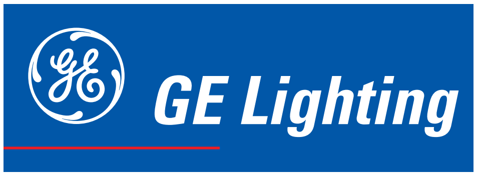
Yellow



Orange

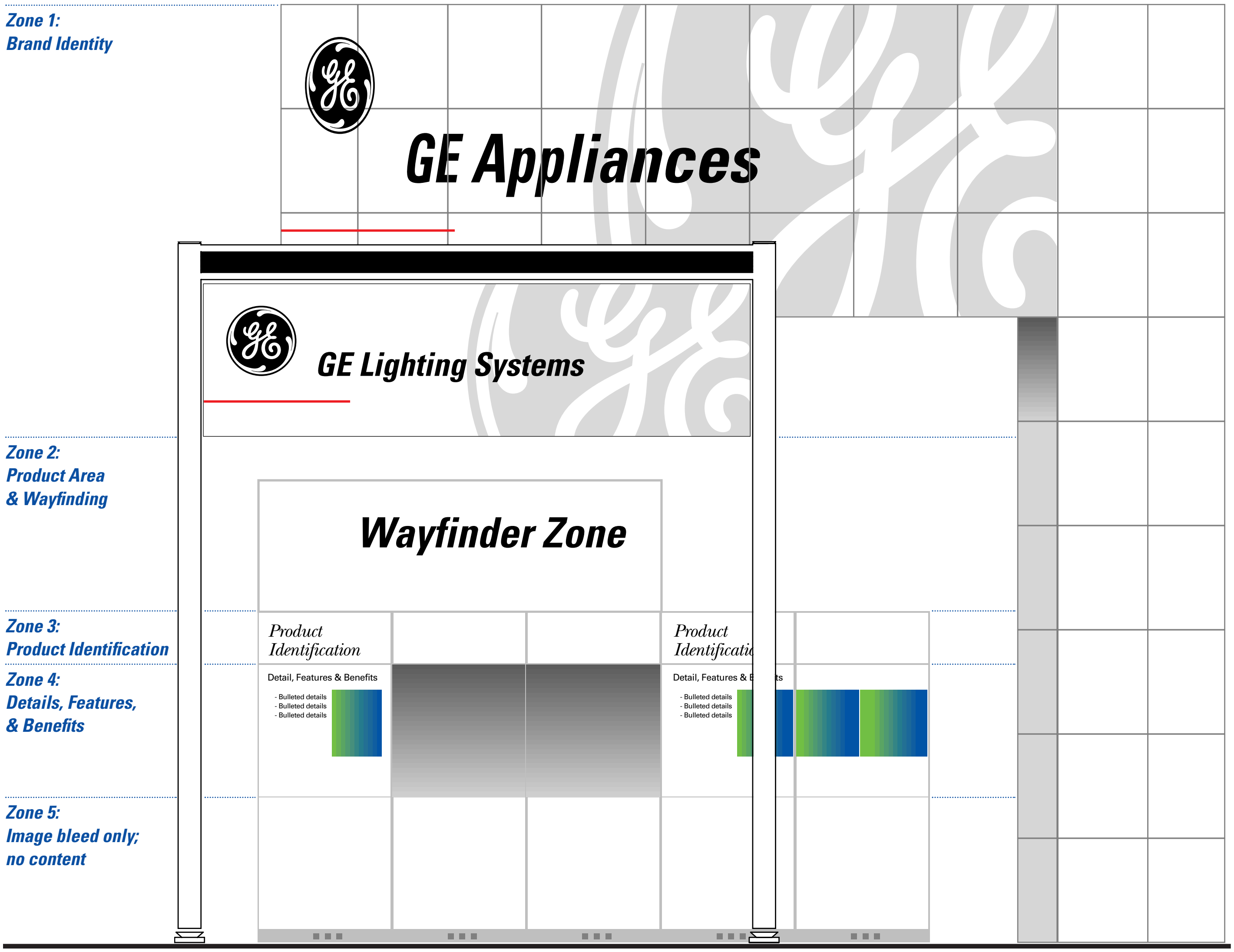


Light Green



Dark Blue

Note: Reproduction distorts color. For samples of the colors and materials used in production, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).


Zone 1:
Brand Identity
GE Appliances
GE Lighting Systems
Zone 2:
Product Area
& Wayfinding
Wayfinder Zone
Zone 3:
Product Identification
Product Identification
Product Identificatio
Zone 4:
Details, Features,
& Benefits
Detail, Features & Benefits
- Bulleted details
- Bulleted details
- Bulleted details
Zone 5:
Image bleed only;
no content

The layout of GE exhibit panels is based on the special requirements of three-dimensional displays that are

- viewed from a distance
- placed in a visually competitive environment

In view of these requirements, the information in all GE exhibits—from tabletop displays to top-of-the-line configurations commanding thousands of square feet of exhibit space—is prioritized and organized into horizontal zones, each designated to contain a specific kind of communication. This hierarchy allocates each message to a zone according to its importance and sizes it within a range appropriate to the average viewing distance. The result is a logical organization of exhibit messages, from the most general to the most detailed, that maintains optimum legibility for each.

continued

Zone 1: Brand Identity

- Zone 1 is the area in which the entire exhibit is identified. Thus, it features the GE identity—the graphic signature and the Dynamic Monogram—and no other text or imagery may be used here.
- The GE identity is viewed from a distance of 30' to 100' and is displayed between 12' and 20' above ground level.
- For good legibility, the capital letter height is
  - *at the 16' to 20' height,* 12" to 36"
  - *at the 12' and 16' height,* 8" to 10"

Zone 2: Product Area & Wayfinding

- This zone includes messages to
  - *identify* a group of products
  - *distinguish* between different areas of the exhibit
  - *help* visitors find their way
- Typically, graphics are viewed from a distance of 20', so capital letter height is between 5" and 10".

Zone 3: Product Identification

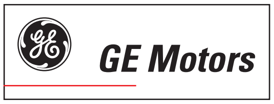
- In exhibits over 8' in height, zone 3 displays product names.
- In exhibits with heights of 8' or less, this zone displays the component or affiliate name.
- The exhibit supplier provides each GE business with standard graphic signature overlays in 1m, 2m, or 3m lengths that
  - are white, light grey, black, or red with black or white type (depending on overlay color)
  - display a Laser Red Laser Line
  - use a capital letter height of 3" to 5"
- Color header or color graphic signature overlays are custom items, available at an additional charge.

Zone 4: Details, Features, & Benefits

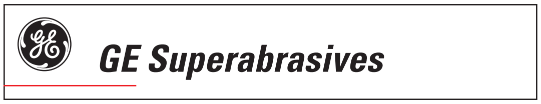
- Zone 4 displays the most specific and detailed content in the exhibit: for example, product benefits and features, including text, photographs, illustrations, and mounted products. It is viewed at eye level in an area between 43" to 82" above ground level.
- Note: All graphics in zone 4 are custom.
- Photographs and illustrations may extend across two or more wall panels and down into zone 5.
- Capital letter heights can range from $\frac{1}{2}$" in text to 1" to 3" in titles.
- *For typical graphic treatments on four backgrounds,* see pages 06.08 and 06.09.

Zone 5: Image Bleed Only; No Content

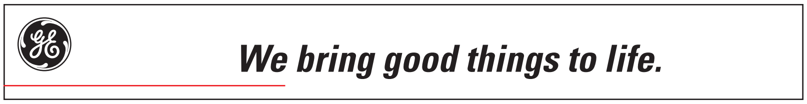
Because this zone is below eye level and can easily be obscured by visitors, it functions only as an adjunct to zone 4. Only images extending from zone 4 should appear here; no text or significant content should appear here.



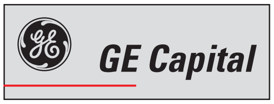
***1m white** graphic signature overlay*



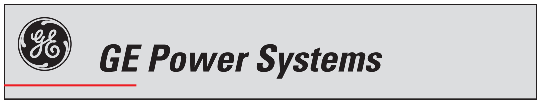
***2m white** graphic signature overlay*


We bring good things to life.

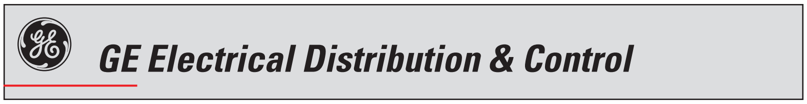
***3m white** graphic signature overlay*



***1m light grey** graphic signature overlay*



***2m light grey** graphic signature overlay*



***3m light grey** graphic signature overlay*

A standard graphic signature overlay, typically located in zone 3 (see pages 06.04 and 06.05), displays a component or affiliate name: for example, GE Motors.

The standard graphic signature overlay, provided as a rentable element, is available

- in 3 lengths:
  - 1m (39”)
  - 2m (78”)
  - 3m (117”)
- in four background colors: white, light grey, black, or red
- with black or white signature typography and Monogram (depending on the background color) and a Laser Red Laser Line

For custom background colors, see page 06.03.

Graphic signature overlays can also display the names of products or services, exhibit themes, and slogans such as “We bring good things to life.” Such overlays are custom, available at an additional charge. For assistance in creating custom overlays, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, Exhibit Supplier Contacts,” page 01.08).

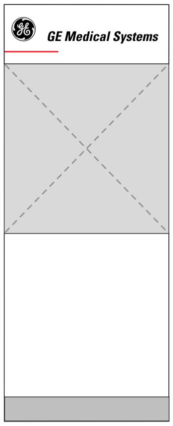
Sizes of Graphic Overlays

The custom overlays used in zone 4, which detail the features and benefits of products and services, can be created in a variety of sizes. The typical sizes shown on this page conform to the dimensions of either the wall panel or the individual wall panel.

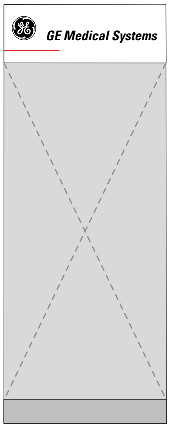
The light grey areas in the examples on this page show where a graphic could be placed, and the size of each area is indicated below each example.

Graphic overlays can be attached to wall panels by

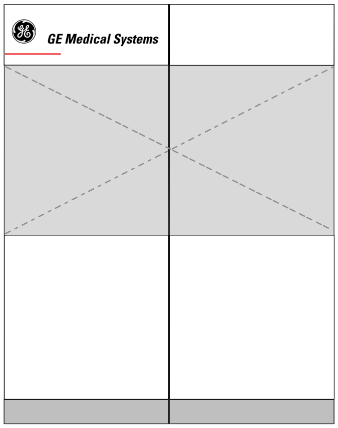
- a graphic rail
- an adhesive system such as hook-and-loop


GE Medical Systems

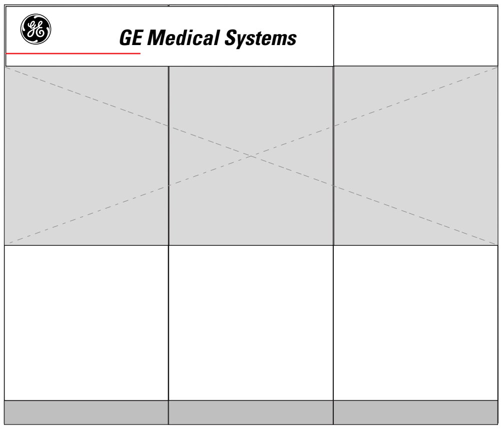
39"x 39"


GE Medical Systems

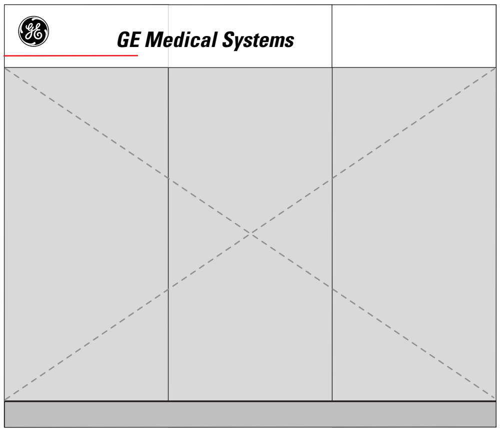
39"x 78"


GE Medical Systems

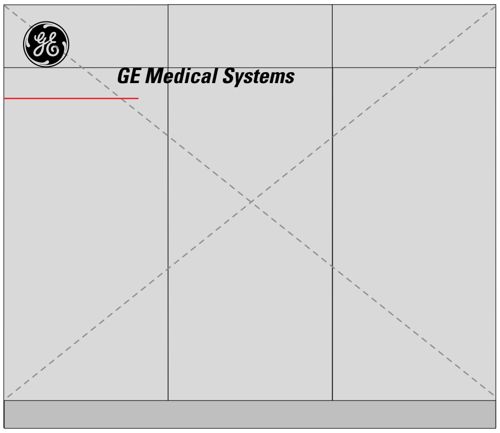
78"x 39"


GE Medical Systems

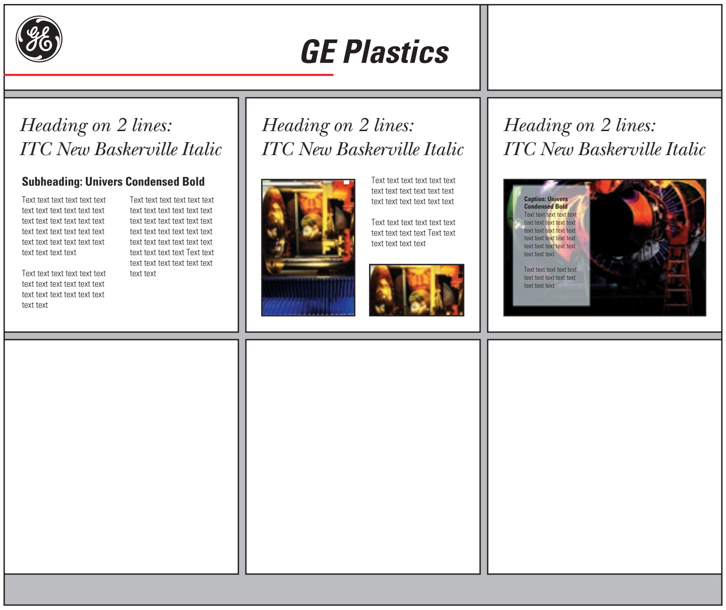
117"x 39"


GE Medical Systems

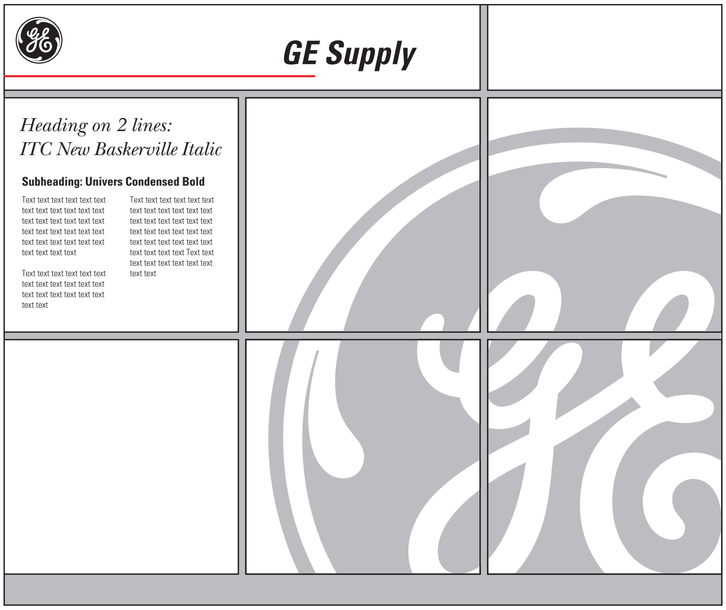
117"x 78"


GE Medical Systems

117"x 92"


GE Plastics
Heading on 2 lines:
ITC New Baskerville Italic
Subheading: Univers Condensed Bold
Caption: Univers Condensed Bold

White background


GE Supply
Heading on 2 lines:
ITC New Baskerville Italic
Subheading: Univers Condensed Bold

Dynamic Monogram background

Graphic overlays used on wall panels can feature a variety of backgrounds, as shown here and on page 06.09: for example,

- white
- the Dynamic Monogram
- duotone
- full bleed

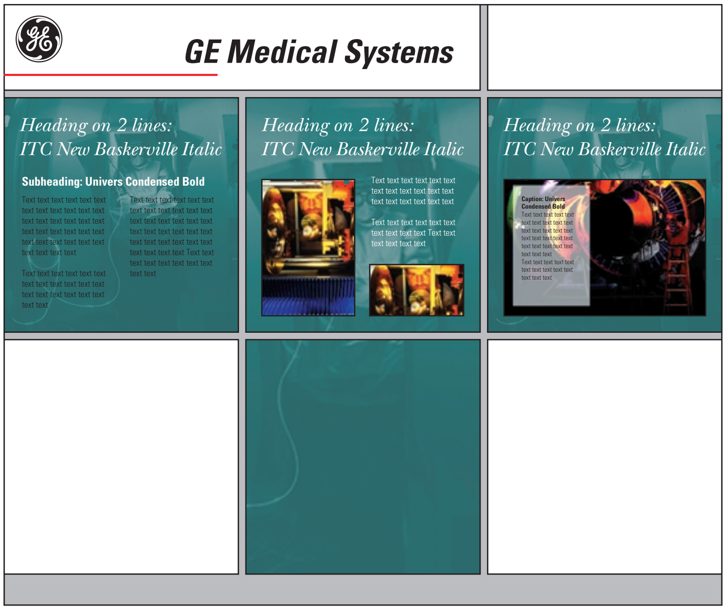
For assistance in creating custom graphics, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, Exhibit Supplier Contacts," page 01.08).

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the example on this page.

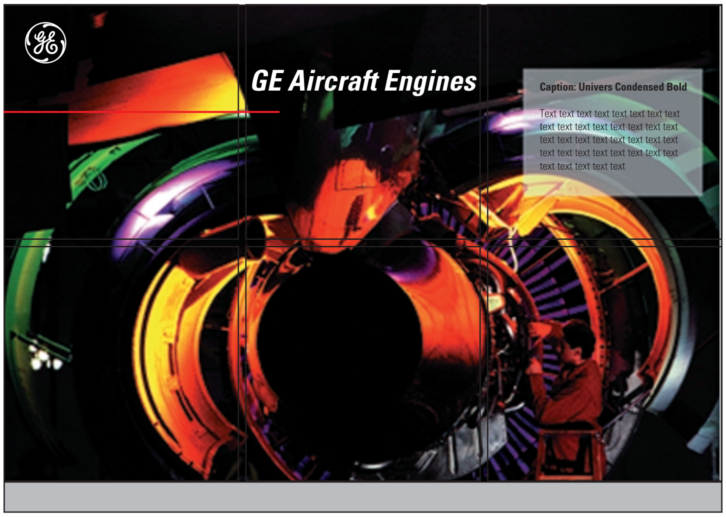
continued

All colors in a photograph or illustration can be reduced to two, creating a *duotone*. Typically, a duotone is used in the background of a graphic overlay, as shown in the example at the left, providing contrast to a full-color photograph or illustration that highlights product benefits.

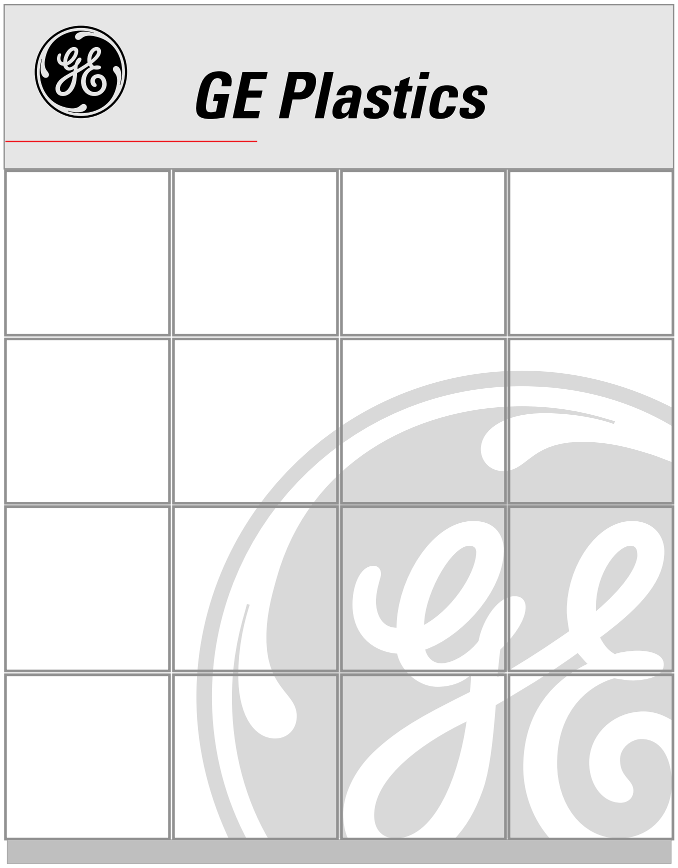
A *full-bleed background* is sized to completely cover the surface of contiguous wall panels, as shown in the example at the lower left**.** This background can be used alone or with other graphics placed on top.


GE Medical Systems
Heading on 2 lines:
ITC New Baskerville Italic
Subheading: Univers Condensed Bold
Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text
Text text text text text text text text text text text text text text text text text text text text
Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text Text text text text text text text text text text text
Heading on 2 lines:
ITC New Baskerville Italic
Text text text text text text text text text text text text text text text text text text
Text text text text text text text text text text Text text text text text text
Heading on 2 lines:
ITC New Baskerville Italic
Caption: Univers Condensed Bold
Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text

Duotone background


GE Aircraft Engines
Caption: Univers Condensed Bold
Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text

Full-bleed background



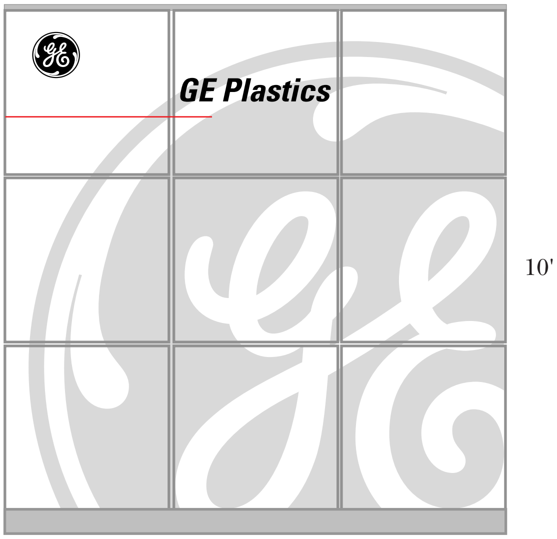
In exhibits over 8' in height, the GE identity and component or affiliate names, product or service names, and wayfinder information can be displayed in a large format in zones 1 and 2. (For a discussion of the zones in the graphic hierarchy, see pages 06.04 and 06.05.)

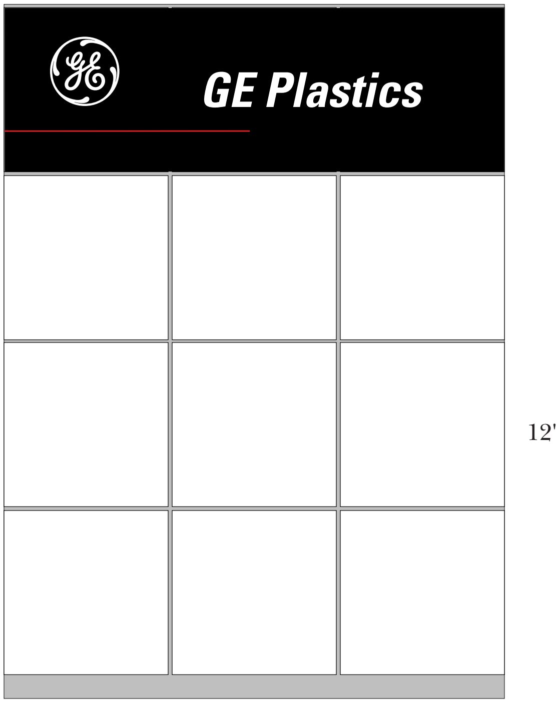
Above 8', information can be displayed
- on wall panels over 8'
- in banner graphics
- in lightwall graphics

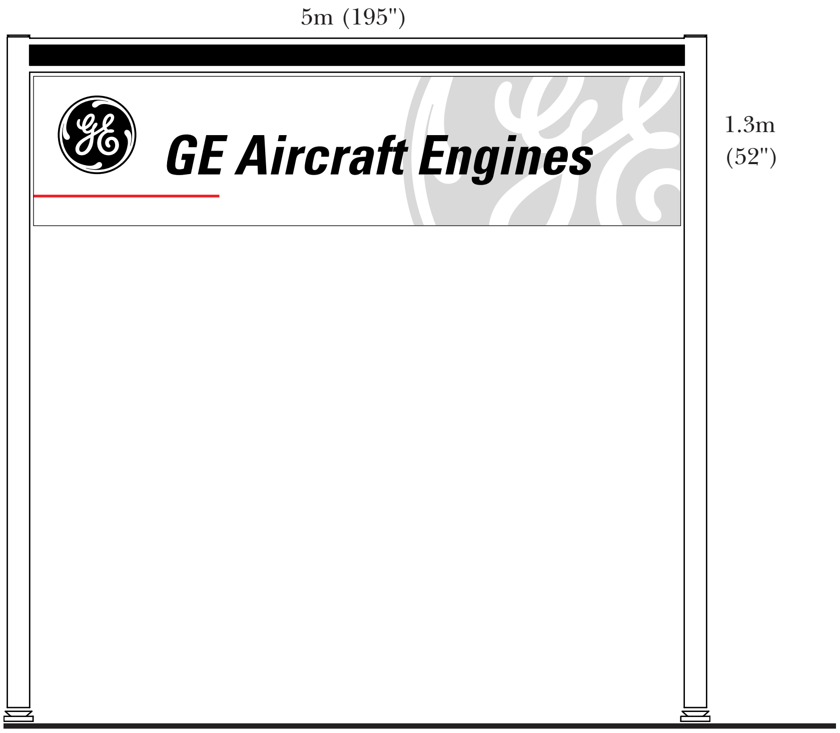
Typical examples of custom graphic signature overlays on wall panels over 8' in height are shown on this page. Examples of custom banner graphics and lightwall graphics appear on pages 06.11 and 06.12.

For assistance in creating custom graphics, contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, "Exhibit Supplier Contacts," page 01.08).

continued



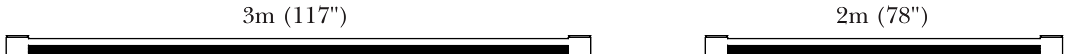


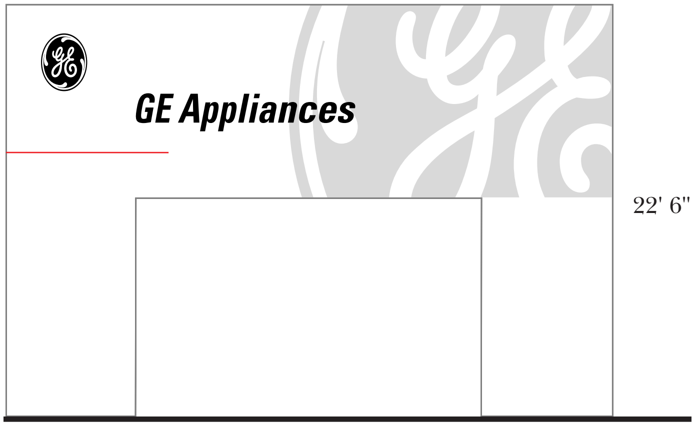

5m (195")
GE Aircraft Engines
1.3m
(52")

Custom banner graphics hang from exhibit posts and beams and can be fabricated to fit each of the standard beam lengths. Since they can be seen from a great distance—across a tradeshow floor—banners are a good place to display the GE identity. For optimum legibility, the capital letter heights used in banners should be those recommended for use in graphic hierarchy zone 1 or 2, described on pages 06.04 and 06.05.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the examples on this page.

continued

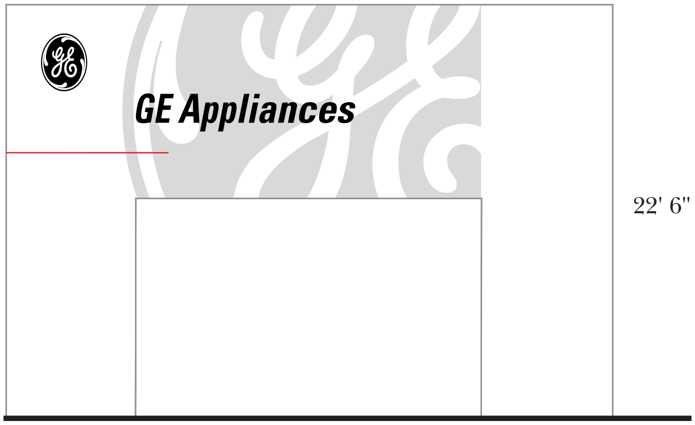

3m (117")
GE Aircraft Engines
2m (78")
GE Aircraft Engines
1.3m
(52")

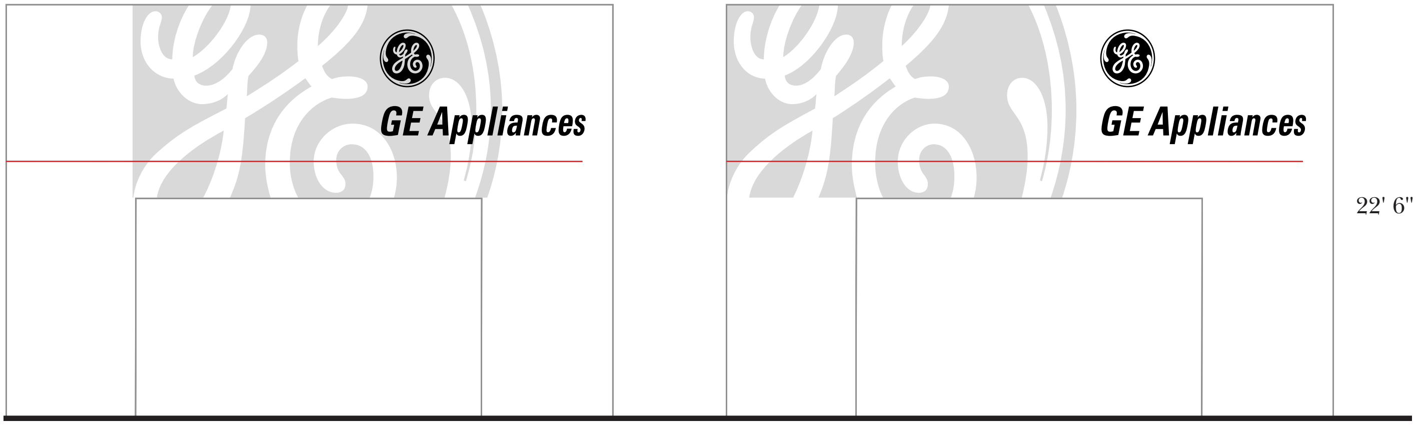


Lightwalls are large internally illuminated curved structures with translucent white surfaces. Their size, brightness, and uniqueness help draw attention to any exhibit that uses them. In addition, their curved surfaces provide a pleasing contrast to the right-angle structure of the modular exhibit elements.

To dramatically identify an exhibit, GE identity elements (the graphic signature and Dynamic Monogram) can be applied to lightwalls. For high legibility, the capital letter heights used on a lightwall should be those recommended for use in graphic hierarchy zone 1 or 2, described on pages 06.04 and 06.05.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the examples on this page.





When preparing exhibits for tradeshows in the United Kingdom, in addition to the guidelines throughout this document, follow these special guidelines:

- Products with the corporate trademarks may be displayed in tradeshows in the United Kingdom.
- "General Electric Company, U.S.A." (or "of U.S.A.") may be identified as the source of products manufactured in the U.S.A.
- The Monogram may be used apart from the products, consistent with the rules applying to advertising and product literature. See documents
  - **241**, *Advertising,* page 90
  - **244**, *Product Literature,* page 90
- It should always be apparent that the tradeshow exhibit is an exhibit of the U.S. Company, which is not connected with the English Company of a similar name.

The design, fabrication, and mounting of a typical modular exhibit incurs five kinds of cost:

- **standard element use cost**
- **custom element design and fabrication costs,** if used
- **custom graphic design and production costs,** if used
- **shipping fees**
- **tradeshow services fees**

This section pertains to the major cost, the *element use cost*—the cost per tradeshow to rent a single exhibit element. The total rental fee for all the elements used in a single tradeshow is referred to as the *exhibit use cost.*

Regarding the other costs:

- **The costs of designing and producing custom modular elements and business- or product-specific graphics** are based on the hourly rates noted under "Additional Services," page 07.02.
- **Shipping and tradeshow services fees are prepaid** by the the designated exhibit supplier, if necessary.

Note: Prior to each tradeshow, the exhibit supplier account manager assigned to your business provides a detailed list of all projected costs for your approval.

Invoicing Procedure

- **When you place an exhibit order, the designated exhibit supplier writes a work order and faxes it to you to confirm your order.**
- **You add your GE account or tracking code to the confirmation and fax it to the GE headquarters number provided on the work order.**
- **At the end of each tradeshow, the exhibit supplier submits a copy of the invoice itemizing all costs associated with the exhibit to you for review.**
- **You review the invoice for accuracy.**
  - To indicate approval, you do nothing.
  - To resolve any disputed charge, you contact the exhibit supplier account manager assigned to your business (see Section 01: Overview, "Exhibit Supplier Contacts," page 01.08).
- **The designated exhibit supplier invoices all GE exhibit program costs to GE Corporate Marketing Communications,** which in turn bills the appropriate business for the approved costs.

Additional Services

Services not included in an exhibit use cost are available at the following rates:

• **Design development**	$65.00 per hour
• **Exhibit supplier labor**	
- standard time	$38.50 per hour
- overtime	$52.00 per hour
- double time	$63.00 per hour
• On-site supervision and support	
- standard projects	$500.00 per day
- special projects	$700.00 per day
- travel expenses	invoiced at cost
- per diem	$50.00 per day
• **Storage** of custom exhibit properties and products, crated or uncrated	$0.05 per cubic foot

The following services are included in an exhibit use cost:

- **Storing, maintaining, and inventorying the standard modular elements**
- **Supervising the project,** including
  - *communicating* with the client
  - *coordinating* graphic production
    (Note: Graphic design, layout, and production are additional services, available at the rates noted at the left.)
  - *ordering* (prepaying, if required) and coordinating tradeshow services
  - *arranging* shipping, including
    - · booking the shipper
    - · preparing and packing materials for shipment
    - · loading materials into the shipper's truck
    - · unloading exhibit materials returned from a tradeshow, inspecting for damage, and completing minor refurbishment and repair as required
  - *ordering* on-site labor
- **Itemizing all tradeshow services,** provided by both the exhibit supplier and its subcontractors, on the invoice
- **Modifying the design and layout of any one of the standard modular exhibit configurations** (for examples, see Section 04: Modular Exhibits), if required, including providing
  - one set of adjustments to the initial modification
  - black-and-white plan and 3D drawings
- **Storing** each exhibit

The following items are included in an exhibit use cost:

- **A setup floor plan,** including
  - an electrical layout
  - a product layout
  - a graphic placement layout
- **A detailed list of materials to be shipped**

Element Use Costs

Wall panels

39" x 96"	$263.00
39" x 82"	$247.00
39" x 14" (header)	$118.00
19" x 96" (half-wide wall panel)	$247.00
19" x 14" (half-wide header)	$118.00
39" x 39" (individual wall panel)	$118.00

Foundation rail

1m	$84.00
2m	$85.00
3m	$86.00
4m	$88.00

Door panel

39" x 96"	$273.00

Panel skins, custom (application cost)

38" x 38"	$50.00
38" x 14"	$45.00
19" x 14"	$40.00

Connectors & end covers

90° 2-way	$40.00
90° 3-way	$57.00
90° 4-way	$57.00
Flexible	$57.00
End cover	$40.00

Posts

2.4m	$167.00
3m	$167.00
4m	$167.00
5m	$167.00
6m	$167.00

Beams

2m	$100.00
3m	$100.00
4m	$100.00
5m	$100.00
6m	$100.00
7m	$100.00
Ceiling panel shelf fastener	$15.00

Lightwalls* (sections)

1 x 4	$349.00
2 x 3	$682.00
2 x 9	$1,210.00
3 x 3	$852.00
3 x 4	$978.00
3 x 6	$1,456.00
4 x 4	$1,087.00
6 x 4	$1,579.00
4 x 9	$2,317.00

Miscellany

Road box with tools	$200.00
Carpeting, including pad (per square foot)	$1.19

Lighting fixtures

2m downlight	$120.00
3m downlight	$131.00
2m tracklight	$142.00
3m tracklight	$142.00
Directional halogen	$23.00
Spot special	$34.00
Light bar	$53.00
Low-voltage fixture or lamp	$23.00

Cabinets, counters, & shelves

6' reception counter	$169.00
8' reception counter	$169.00
Large cabinet	$153.00
Small cabinet	$150.00
Curved counter	$153.00
Audiovisual cabinet	$153.00
Lead shelf	$58.00
Post shelf	$148.00
Post double shelf	$150.00

Ceiling panels (meters)

Arc	1 x 2	$169.00
	1 x 3	$171.00
	1 x 4	$186.00
	2 x 2	$173.00
	2 x 4	$191.00
	3 x 3	$181.00
Flat	1 x 4	$184.00
	2 x 2	$171.00
	2 x 4	$189.00
	3 x 3	$179.00
Cantilever ceiling arm		$78.00

Graphic overlays

Graphic signature overlay

1m	$65.00
2m	$103.00
3m	$158.00

Dynamic Monogram overlay, used on

2m x 2m wall panel surface	$275.00
3m x 3m wall panel surface	$328.00
2 x 2 lightwall sections	$298.00
2 x 3 lightwall sections	$341.00
3 x 3 lightwall sections	$396.00
4 x 4 lightwall sections	$512.00

Effective:
March 1, 1997

Costs can change. For current costs, contact the exhibit supplier account manager assigned to your business.

---

*Lightwall sections are not modular; they cannot be reassembled in any shape or size other than those listed here under "Lightwalls"

Effective:
March 1, 1997

Costs can change.
For current costs, contact the exhibit supplier account manager assigned to your business.

Linear exhibits

L – 10A	$2,215
L – 20A	$3,876
L – 20B	$3,428
L – 20C	$3,114
L – 20D	$3,284
L – 20E	$3,955
L – 20F	$3,101
L – 20G	$2,974
L – 20H	$3,404
L – 20I	$4,399
L – 30A	$5,038
L – 30B	$4,481
L – 30C	$4,612
L – 30D	$5,256
L – 30E	$3,758
L – 40A	$6,353
L – 40B	$5,354
L – 40C	$7,620
L – 50A	$8,592
L – 50B	$6,477
L – 50C	$6,943
L – 50D	$7,624
L – 60A	$9,396
L – 60B	$9,238
L – 60C	$13,761

Island exhibits

I – 2020A	$8,838
I – 2020B	$11,450
I – 2020C	$15,779
I – 2020D	$5,625
I – 2020E	$9,057
I – 2020F	$7,439
I – 2030A	$5,504
I – 2030B	$12,576
I – 2030C	$12,220
I – 2030D	$9,018
I – 2030E	$17,048
I – 2030F	$10,023
I – 2030G	$9,322
I – 2030H	$11,128
I – 2030I	$16,854
I – 2030J	$12,586
I – 2040A	$8,368
I – 3040A	$33,134
I – 3040B	$26,736
I – 3040C	$19,814
I – 3040D	$12,205
I – 4040A	$20,496
I – 4040B	$26,036
I – 4040C	$21,530
I – 4050A	$19,472
I – 4050B	$19,053
I – 5070A	$31,819

Cross-aisle exhibits

C – 3030A	$8,680
C – 3030B	$12,270
C – 3030C	$13,058

Use the forms in this section to

- ***order*** a portable exhibit
- ***add*** a tradeshow to the list of regularly scheduled GE tradeshows

Instructions:

- **Make a photocopy of the required form.**
- **Fill out the photocopied form completely** (incomplete forms can cause delay).
- **Fax the photocopied form** to the exhibit supplier account manager assigned to your business at 770 277-1920.

For more forms, contact the exhibit supplier account manager assigned to your business.

(For the exhibit supplier account manager assigned to your business, see Section 01: Overview, “Exhibit Supplier Contacts,” page 01.08).

Portable Exhibit

Use this form to order a standing or tabletop portable exhibit.

- **Make a photocopy of this form.**
- **Fill out the photocopied form completely** (incomplete forms can cause delay).
- **Fax the photocopied form** to the exhibit supplier account manager assigned to your business at 770 277-1920.

For more forms, contact the exhibit supplier account manager assigned to your business.

(For the exhibit supplier account manager assigned to your business, see Section 01: Overview, "Exhibit Supplier Contacts," page 01.08).

Name

Component or affiliate name Component or affiliate code

Address: Street

City State or province Country Zip or postal code

Contact numbers: Telephone Facsimile

E-mail

Event name

Event dates Event location

I need the portable exhibit by this date: I will return the portable exhibit on this date:

Ship the portable exhibit to this address: Street

City State or province Country Zip or postal code

Charge the shipping costs to: (Enter an internal billing code or a FedEx or DHL account number.)

Existing graphics needed: (Enter graphic inventory numbers.)

Total quantity of existing graphics:

New graphics needed: Check here ○ and attach a list of the new graphics needed.

Shelves needed **Number**

Signature **Date**

New Tradeshow Alert

Use this form to add a tradeshow to the list of regularly scheduled GE tradeshows.

- **Make a photocopy of this form.**
- **Fill out the photocopied form completely** (incomplete forms can cause delay).
- **Fax the photocopied form** to the exhibit supplier account manager assigned to your business at 770 277-1920.

For more forms, contact the exhibit supplier account manager assigned to your business.

(For the exhibit supplier account manager assigned to your business, see Section 01: Overview, "Exhibit Supplier Contacts," page 01.08).

Name			
Component or affiliate name			Component or affiliate code
Address: Street			
City	State or province	Country	Zip or postal code
Contact numbers: Telephone		Facsimile	
E-mail			

Event name			Exhibit size
Event dates		Event location	
Booth number	**Event association contact:**	Name	Telephone number
Exhibit is based on configuration number:			

Other GE businesses that will exhibit in the same space: (Enter business names, contact names, and telephone numbers.)

Signature	**Date**

Presentation Materials

These standards apply to the
- printed reports and proposals
- overhead transparencies
- slides

used inside or outside the Company
prepared by
- **the Company** or its
  - components
  - subcomponents
- **affiliates licensed to use the GE identity**

These guidelines are basic. They are intended to help anyone using a personal computer to prepare presentation materials for GE, in particular those with little or no experience or training in design, layout, or communication. These standards provide a plan for using the elements of the GE Identity Program correctly in presentation materials. In addition, they help to

- **simplify and clarify** information by standardizing its presentation in three basic forms: print, overhead transparencies, and slides

- **streamline and modernize** presentation materials by eliminating unnecessary, decorative, or distracting graphic elements, textures, patterns, backgrounds, and borders

- **unify** the presentation materials of all GE components and licensed affiliates so that each draws from and contributes to the strength of a common GE identity

- **provide flexibility** to accommodate different kinds of information and communication needs across a variety of presentation formats

- **reduce cost and speed production** through the use of common design standards

Contents

01

Section 01: Introduction **248**.01.01
General Guidelines **248**.01.02
Recommended Typefaces & Sizes **248**.01.03

02

Section 02: Cover Pages & Titles

General Guidelines **248**.02.01
Cover Pages **248**.02.02
Overhead Title Transparencies **248**.02.03
Title Slides **248**.02.04

Using the Monogram with Other Logos

- *on Cover Pages* **248**.02.05
- *in Overhead Title Transparencies* **248**.02.06
- *in Title Slides* **248**.02.07

03

Section 03: Headlines, Text, & Tables

Text Style

- *General Guidelines* **248**.03.01
- *for Print Presentations* **248**.03.02
- *for Overhead Transparencies* **248**.03.03
- *for Slides* **248**.03.04

Two- & Three-Column Grids

- *General Guidelines* **248**.03.05
- *for Print Presentations* **248**.03.06
- *for Overhead Transparencies* **248**.03.07
- *for Slides* **248**.03.08

Table Style

- *General Guidelines* **248**.03.09
- *for Print Presentations* **248**.03.10
- *for Overhead Transparencies* **248**.03.11
- *for Slides* **248**.03.12

Build Style

- *for Overhead Transparencies* **248**.03.13
- *for Slides* **248**.03.14

Photograph & Chart Positions

- *in Overhead Transparencies* **248**.03.15
- *in Slides* **248**.03.16

04

Section 04: Charts & Graphs

Introduction **248**.04.01
Flow Charts **248**.04.02

Pie Charts

- *Single* **248**.04.03
- *Multiple* **248**.04.04

Bar Charts

- *Single* **248**.04.05
- *Multiple* **248**.04.06

Chart Labels **248**.04.08

Producing a presentation layout
is a matter of displaying information

- *as simply as possible*
- *with utmost clarity*

In an issue of *Adweek* magazine, Betsy Sharkey wrote that desktop publishing on a personal computer "conjures visions of graphics-laden reports and in-house newsletters that have the colorful panache of *USA Today*."

The reality, however, is often quite different. To fit as much information as possible on one page, type is reduced or squeezed almost beyond legibility. Boxes, borders, centered blocks, and shadows abound. Headlines typeset in all capital letters defy comprehension. Charts incorporating the full gamut of crosshatch patterns do more to aggravate astigmatism than clarify information.

"In the age of [the personal computer], everybody is a designer—sort of," said Mark Dolliver in the same issue of *Adweek*. "People with no training in graphic design are choosing headline typefaces and page layouts for their reports, proposals, and manuals." The result? Eyesores and confusion.

When typewriters prevailed, reports and presentations were limited to words, numbers, and horizontal lines. The myriad choices of computer-generated graphics were simply unavailable.

Today the push of a button produces a flashy design. It's easy to forget that "less decoration, more information" still holds true.

Whether you use a computer or traditional means, producing a presentation layout is not a matter of letting your imagination run wild or slavishly following rules; *it is a matter of displaying information as simply as possible with utmost clarity.*

The following sections show typical pages, overhead transparencies, and slides from GE presentations. These materials provide examples of the best practices for displaying information clearly and simply. (Note: Details in these materials have been changed to protect proprietary information.)

Which form is best: printed presentations, overhead transparencies, or slides?

Overhead presentations and slides work best as *simplified* versions of printed presentations. Thus,

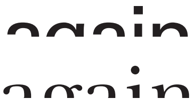
- **put *details* in a printed presentation**
- **project only *highlights***

Projections crowded with details are difficult to read, so keep overhead transparencies simple and slides even simpler.

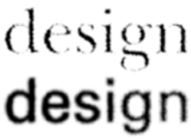
Typefaces

The typefaces used in GE presentations are

- **ITC New Baskerville**
- **Univers and Univers Condensed**



For printed text, serif type is more legible than sans serif type. The example at the left shows that the additional detail of serifs aids in recognition; whereas the sans serif letters in the top line are unreadable, you can tell that the serif letters in the bottom line spell *again*.



Nevertheless, for type projected in overhead transparencies and slides, a sans serif typeface is preferred. When projected even slightly out of focus (an unfortunate but common occurrence), the thin strokes of serif type tend to disappear, making the letters difficult to read, as shown in the example at the left.

- **Use the serif typeface ITC New Baskerville** for long print presentations and reports.
- **Use the sans serif Univers family of type** for overhead transparencies and slides.

Note: When using the same presentation for both print and overhead transparencies, reproduce the overhead transparencies in print.

Type Weights

- **For most text,** use the regular or normal weight of type.
- **For emphasis,** use bold or italic. Make certain that a change in emphasis clarifies rather than clutters the text.

Main Headlines

- **Typeset** main headlines in Univers 68.*
- **Place** them at the top of the presentation format, directly above the horizontal line, always in exactly the same size and position throughout the presentation.

Capital Letters

- **Avoid presenting any text, including headlines, in all capital letters** since such text is not as easy to read as that using a combination of uppercase and lowercase letters.
- **Follow either of these standards for the capitalization used in headlines, titles, and callouts:**
  - Capitalize only the first letter of the first word, as if the text were an ordinary sentence.
  - Capitalize the first letter of the first word and all other words, *except* use all lowercase letters for
    - · articles (*a, an, the*)
    - · conjunctions (such as *and, but, or*)
    - · prepositions (such as *at, for, of, to*)

Text

- **Begin body copy** at the same point on each transparency or page, leaving at least one line space between the horizontal line and the first line of copy.
- **Set copy flush left, ragged right.** Do not center or justify copy.

Lines & Boxes

Avoid boxes and vertical rules. (See the examples of tables on pages 03.10 to 03.12.)

Consistency

- **Throughout a presentation, use a single type size and style for each kind of typographic element** —for example, all headlines should use the same style, all body text should use the same style, and so on.
- Do not make short text larger and long text smaller to fit an area and do not change type size from one page or transparency to the next.

Monogram

- **Use the Monogram only in the graphic signature on the cover page, title transparency, or title slide.**
- Do not use the Monogram (or a full graphic signature)
  - in headlines or text
  - as a novelty punctuation device
  - for any decorative purpose whatsoever

---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

Recommended Typefaces & Sizes

	Detailed printed reports and presentations	Simplified overhead transparencies	Greatly simplified slide presentations*
Headlines	18- to 20-point Univers 68	20- to 24-point Univers 68	22- to 24-point Univers 68
Text	12- or 14-point ITC New Baskerville	18- to 24-point Univers 55, 65, 48, or 68, or ITC New Baskerville	20- to 24-point Univers 55, 65, 48, or 68
Subheads	Univers 68, same size as text	Same size as text, bold	Same size as text, bold or highlighted by color
Charts & Tables	10- or 12-point ITC New Baskerville or Univers 55	14- or 16-point Univers 55	12- to 16-point Univers 55
Maximum number of lines of text *(under the horizontal line at the top of the presentation format)*	28	20	10

To minimize confusion, keep sizes for headlines, text, subheads, and graphs consistent throughout the entire presentation.

*Based on a slide layout format of 4 5⁄8" x 7"

Note: In computer typesetting, alternative names for the faces in the Univers series may be used: for example,
- *for Univers 45,* Univers (45) Light
- *for Univers 46,* Univers (45) Light Oblique
- *for Univers 47,* Univers (47) Condensed Light
- *for Univers 48,* Univers (47) Condensed Light Oblique
- *for Univers 55,* Univers (55) Plain
- *for Univers 56,* Univers (55) Oblique
- *for Univers 65,* Univers (65) Bold
- *for Univers 66,* Univers (65) Bold Oblique
- *for Univers 67,* Univers (67) Condensed Bold
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 75,* Univers (75) Black
- *for Univers 76,* Univers (75) Black Oblique
- *for Univers 85,* Univers (85) Extra Black
- *for Univers 86,* Univers (85) Extra Black Oblique

Sources of Reproduction Materials

GE Logo Font, a custom font that contains, instead of the the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.

Sequence and Emphasis of Information

Follow this sequence when laying out the cover page or title transparency, as shown in the examples on pages 02.02 to 02.04:

- *In the graphic signature:*
  Communicative name of the component originating the report or presentation, always in Univers 68 and, if needed, Univers 48*
- *First:*
  Title of material, in bold
- *Second:*
  Source of material, in the same size as the title but in regular weight
- *Third:*
  Date of material, in the same style as the source of the material
- *At the bottom:*
  "Confidential" (if applicable), in the same style as the title

Laser Line

Whenever possible, bleed the Laser Line (the horizontal line in the graphic signature) left off the presentation format, as shown in the examples of slides on page 02.04.

If your printer cannot bleed the Laser Line off the format (as is the case with most laser printers, which cannot print up to the edge of the paper), begin the Laser Line at the left margin, aligning it with the left edge of the Monogram, as shown in the examples on pages 02.02 and 02.03.

In most cases, extend the Laser Line right to align with the end of the "E" in "GE" in the communicative name of the component used in the signature typography.

Select a weight (thickness) for the Laser Line to ensure its visibility:

- The minimum weight is ½ point.
- The maximum weight is 6 percent of the diameter of the signature Monogram.
- Any weight between the minimum and maximum is acceptable, but it is preferable to keep the line as fine (thin) as possible.

Typefaces

For the communicative name of the component in the graphic signature, use only Univers 68 and, if needed, Univers 48.*

For the other information on the cover page or title transparency, use the same typefaces used in the balance of the presentation.

Graphic Support

If desired, use any *one* of the following as graphic support on the cover page or title transparency, as shown in the example on page 02.04:

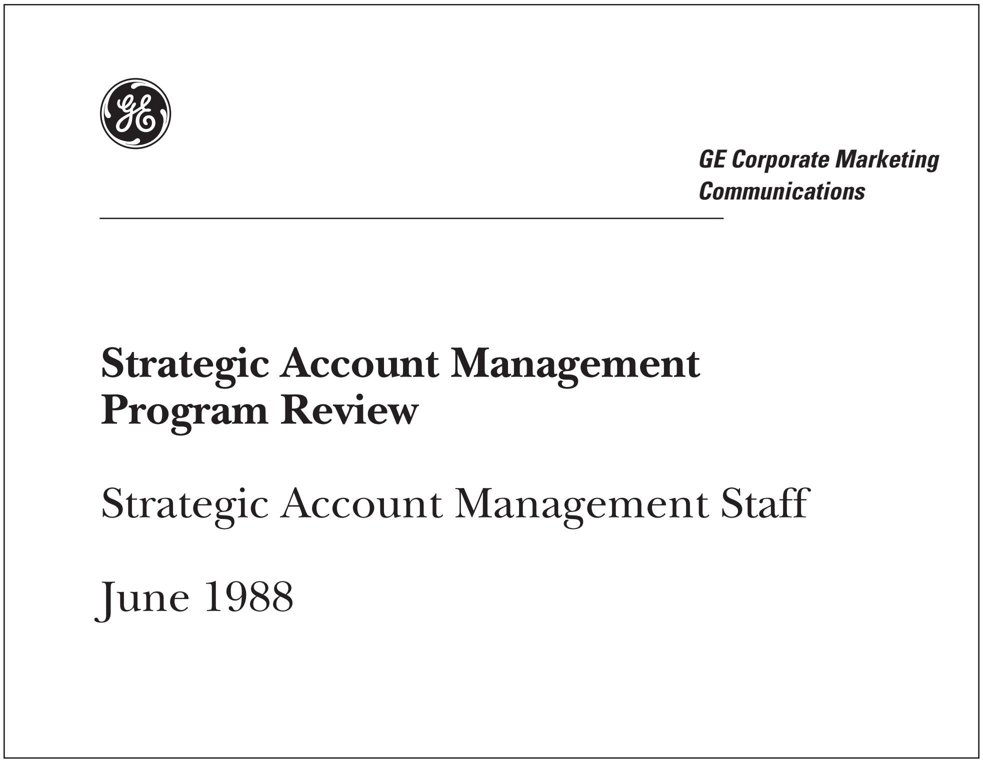
- photograph
- illustration
- thematic graphic
- Dynamic Monogram

For more information on the Dynamic Monogram, see document **134**, *Dynamic Monogram.*

---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

Examples are reductions of 11 x 8 ½ - inch formats.



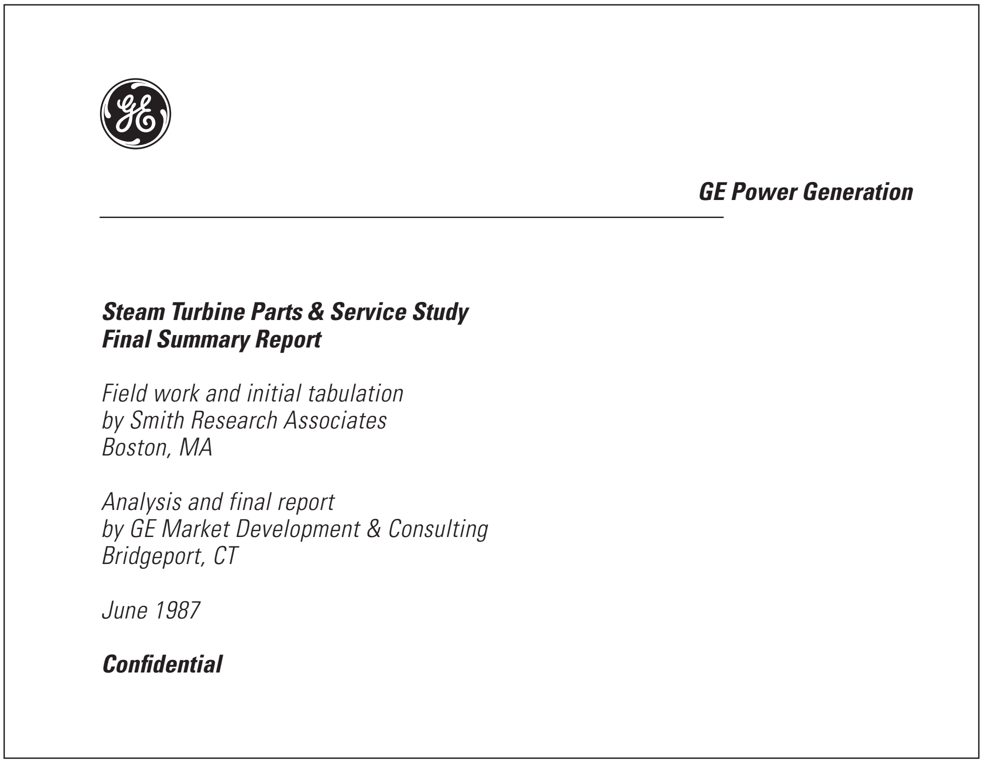
GE Corporate Marketing Communications

Strategic Account Management Program Review

Strategic Account Management Staff

June 1988

Monogram: *80-point GE Logo Font,* ***signature typography:*** *20-point Univers 68,* ***text:*** *36-point ITC New Baskerville*



GE Power Generation

Steam Turbine Parts & Service Study
Final Summary Report

Field work and initial tabulation
by Smith Research Associates
Boston, MA

Analysis and final report
by GE Market Development & Consulting
Bridgeport, CT

June 1987

Confidential

Monogram: *80-point GE Logo Font,* ***signature typography and text:*** *20-point Univers 68 and 48*

Graphic Signature

- **Use a graphic signature on only the cover page of a printed presentation.** Do not display the signature (or the Monogram alone) on the inside pages.
- **In the signature typography, always use Univers 68 and, if needed, Univers 48,*** sized to equal ¼, ⅓, or ½ the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (20 points) equals ¼ the point size of the Monogram (80 points).
- **Use the Monogram only in a graphic signature.** Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document **382**, *GE Logo Font.*

For more information on graphic signatures, see document **131**, *Graphic Signatures.*

Balance of Information

Use either

- ITC New Baskerville
- Univers 68 and 48*

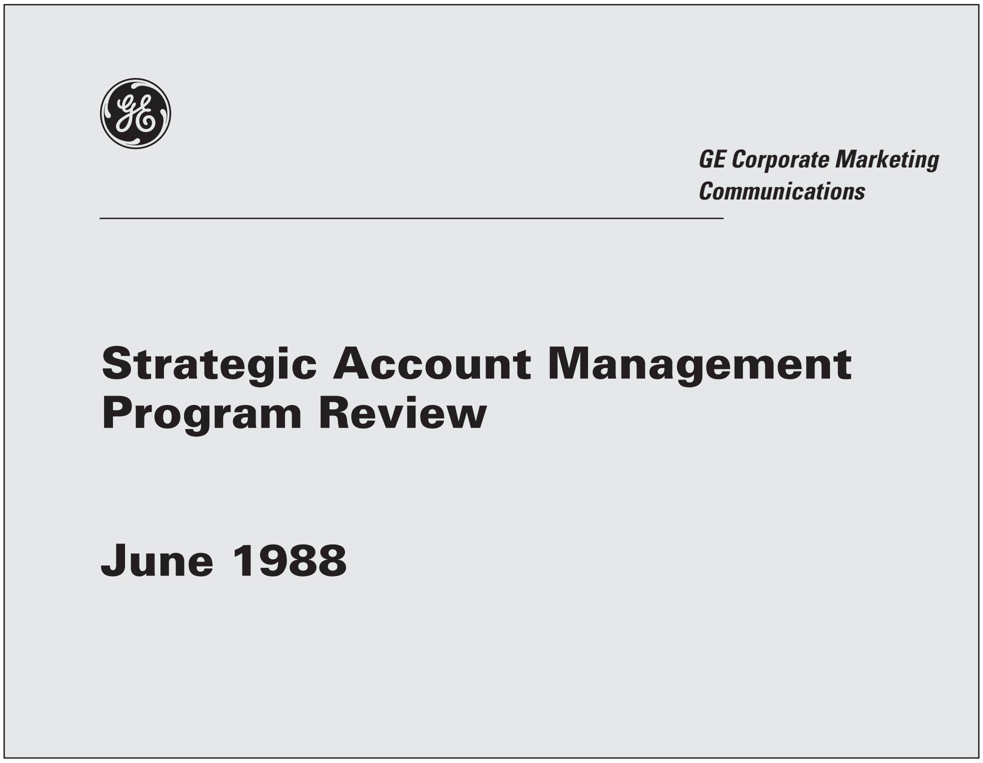
For recommended type sizes, see page 01.03.

Note: Using cover pages preprinted with the Laser Line in Laser Red and the signature Monogram and typography in Platinum Grey is a convenient way to add color and consistency to printed reports, proposals, and presentations. These sheets can be customized with appropriate title information using a laser printer.

---

*For names used in computer typesetting, see the footnote on page 01.03.

Examples are reductions of 11 x 8 ½ - inch formats.

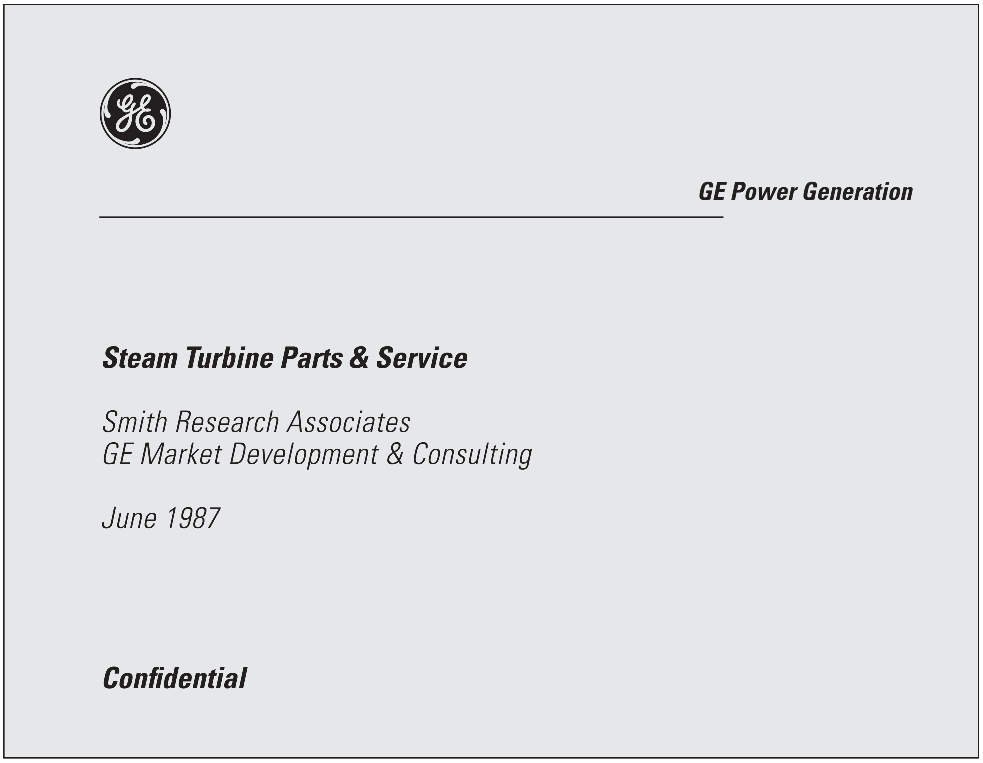


GE Corporate Marketing Communications

Strategic Account Management Program Review

June 1988

Monogram: *80-point GE Logo Font,* ***signature typography:*** *20-point Univers 68,* ***text:*** *36-point Univers 75*



GE Power Generation

Steam Turbine Parts & Service

Smith Research Associates
GE Market Development & Consulting

June 1987

Confidential

Monogram: *80-point GE Logo Font,* ***signature typography:*** *20-point Univers 68,* ***text:*** *24-point Univers 68 and 48*

Graphic Signature

- **Use a graphic signature on only the title transparency of an overhead presentation.** Do not display the signature (or the Monogram alone) on the following transparencies.
- **In the signature typography, always use Univers 68 and, if needed, Univers 48,*** sized to equal ¼, ⅓, or ½ the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (20 points) equals ¼ the point size of the Monogram (80 points).
- **Use the Monogram only in a graphic signature.** Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document **382**, *GE Logo Font.*

For more information on graphic signatures, see document **131**, *Graphic Signatures.*

Balance of Information

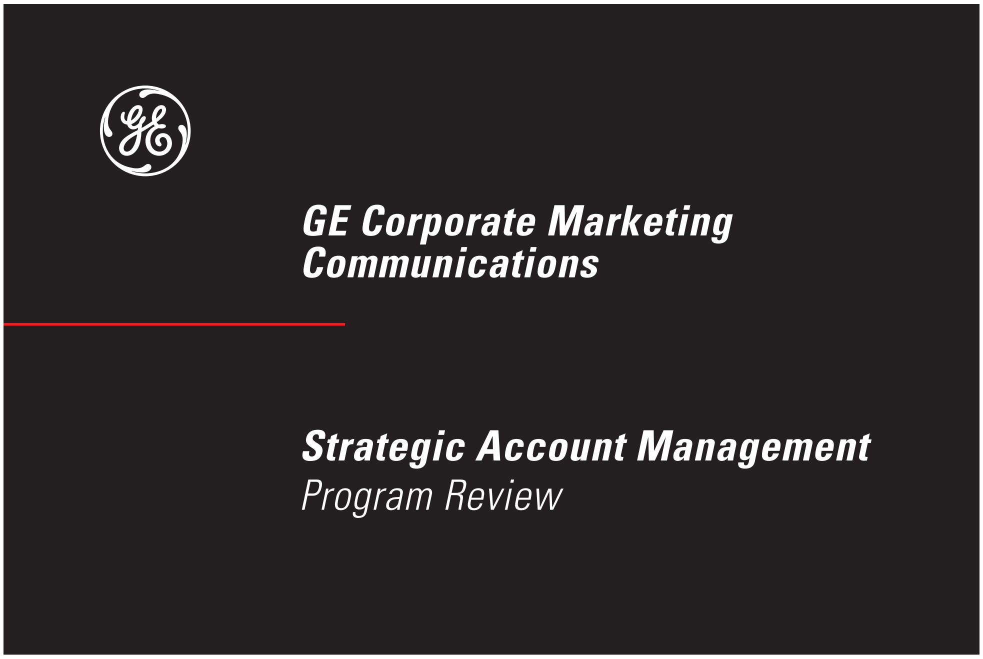
Use Univers or Univers Condensed.

For recommended type sizes, see page 01.03.

Note: Using title transparencies preprinted with the Laser Line in Laser Red and the signature Monogram and typography in Platinum Grey is a convenient way to add color and consistency to overhead presentations. These transparencies can be customized with appropriate title information using a laser printer.

*For names used in computer typesetting, see the footnote on page 01.03.

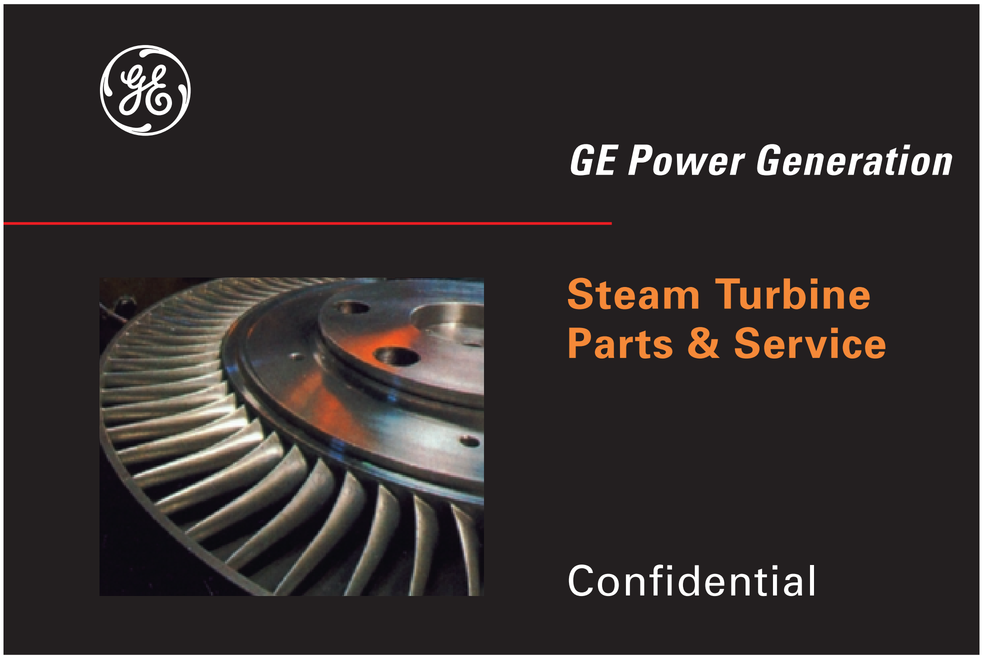
Examples are reductions of a 4 $\frac{5}{8}$ x 7 - inch format for 35 mm slides.



GE Corporate Marketing Communications

Strategic Account Management
Program Review

Monogram: *66-point GE Logo Font,* ***signature typography:*** *22-point Univers 68,* ***text:*** *22-point Univers 68 and 48*



GE Power Generation

Steam Turbine Parts & Service

Confidential

Monogram: *66-point GE Logo Font,* ***signature typography:*** *22-point Univers 68,* ***text:*** *22-point Univers 65 and 55*

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

Graphic Signature

- **Use a graphic signature in only the title slide of a slide presentation.** Do not display the signature (or the Monogram alone) on the following slides.
- **In the signature typography, always use Univers 68 and, if needed, Univers 48,*** sized to equal $\frac{1}{4}$, $\frac{1}{3}$, or $\frac{1}{2}$ the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (22 points) equals $\frac{1}{3}$ the point size of the Monogram (66 points).
- **Use the Monogram only in a graphic signature.** Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document **382**, *GE Logo Font.*

For more information on graphic signatures, see document **131**, *Graphic Signatures.*

Balance of Information

Use Univers or Univers Condensed.

For recommended type sizes, see page 01.03.

Color

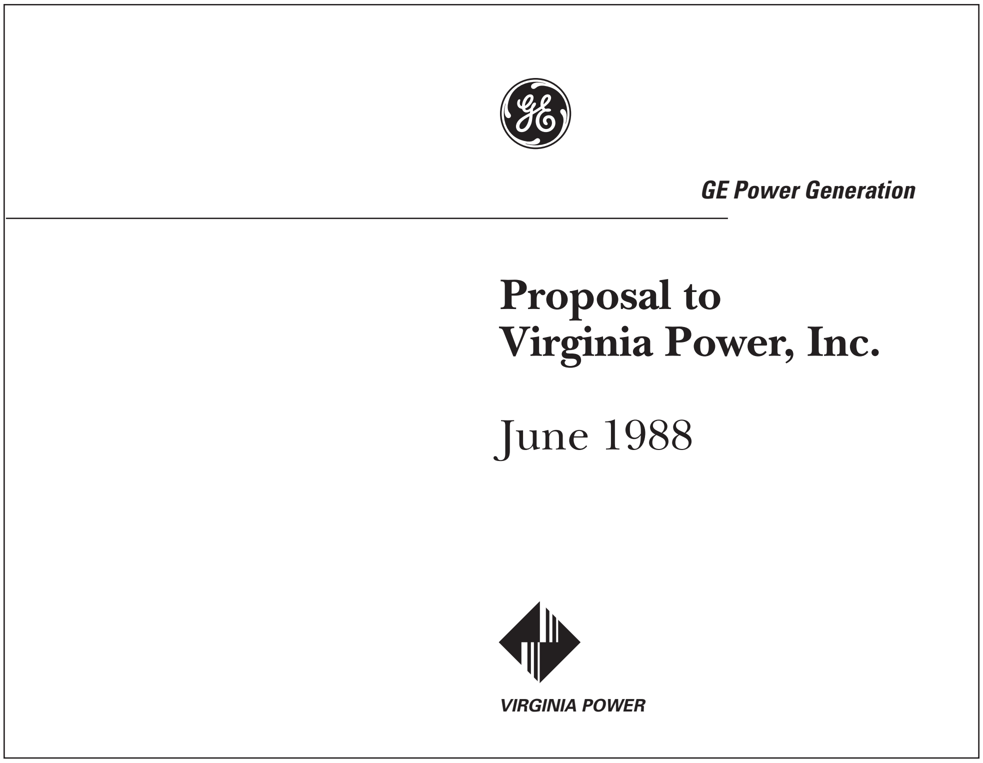
The recommended background color for GE slide presentations is opaque black with white typography and Laser Red in the Laser Line. If another background color is required, choose one from the GE Dark Color Palette, available from the GE Identity Website or Hotline.

---

*For names used in computer typesetting, see the footnote on page 01.03.

Using the Monogram with Other Logos on Cover Pages

Examples are reductions of 11 x 8 1/2 - inch formats.

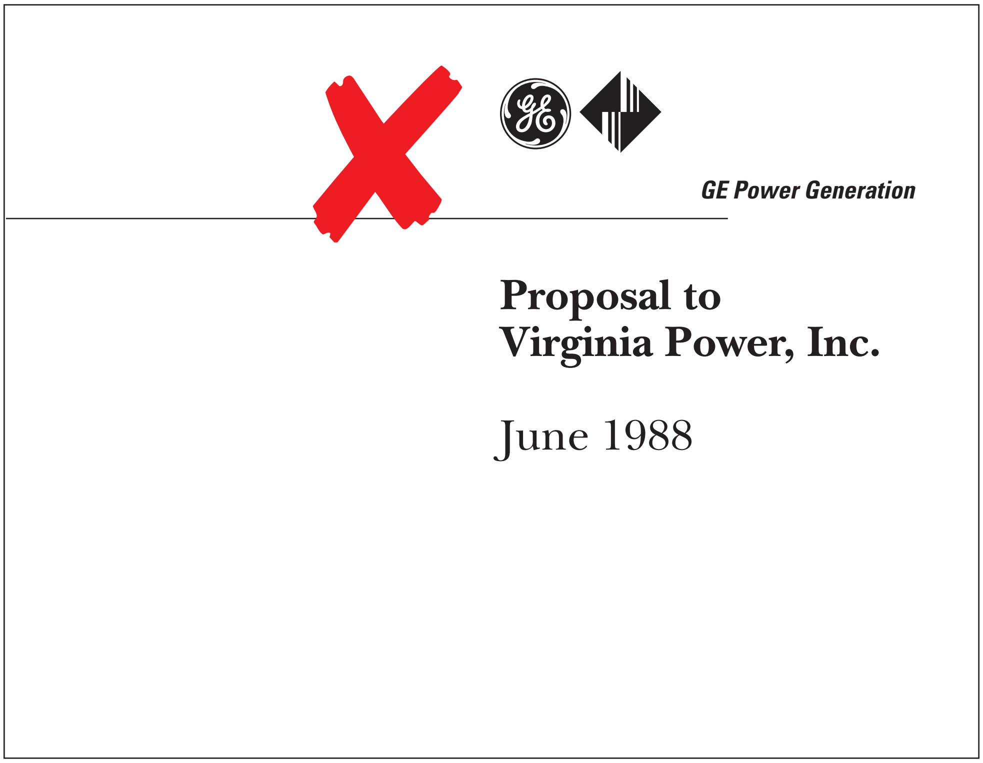


GE Power Generation

Proposal to Virginia Power, Inc.

June 1988

Monogram: *80-point GE Logo Font,* ***signature typography:*** *20-point Univers 68,* ***text:*** *36-point ITC New Baskerville*



GE Power Generation

Proposal to Virginia Power, Inc.

June 1988

When using the logo of another company on a cover page, follow these guidelines, as shown in the example at the upper left:

- **Keep the other logo *outside* the graphic signature,** well separated from the Monogram. *Do not* place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

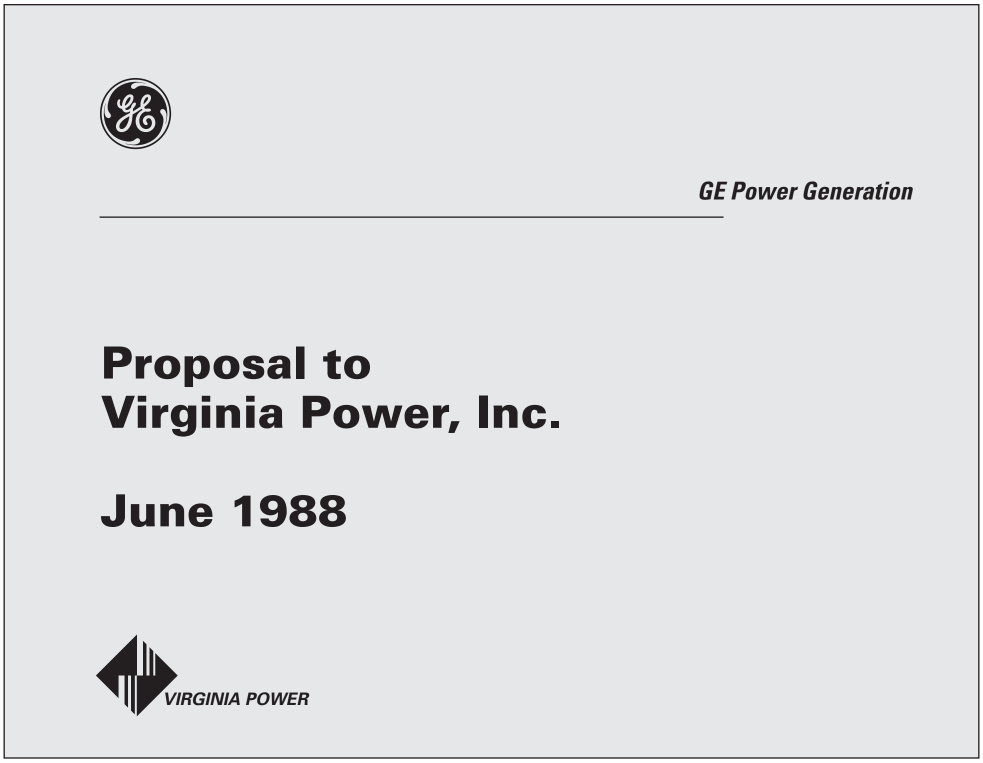
  (For more information on joint marks, see document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 30 to 35.)

- **Avoid using the other logo in the title;** instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- **Place the logo at the bottom of the cover sheet,** separated from but aligned with the other elements.

Using the Monogram with Other Logos in Overhead Title Transparencies

Examples are reductions of 11 x 8 $^{1}/_{2}$ - inch formats.



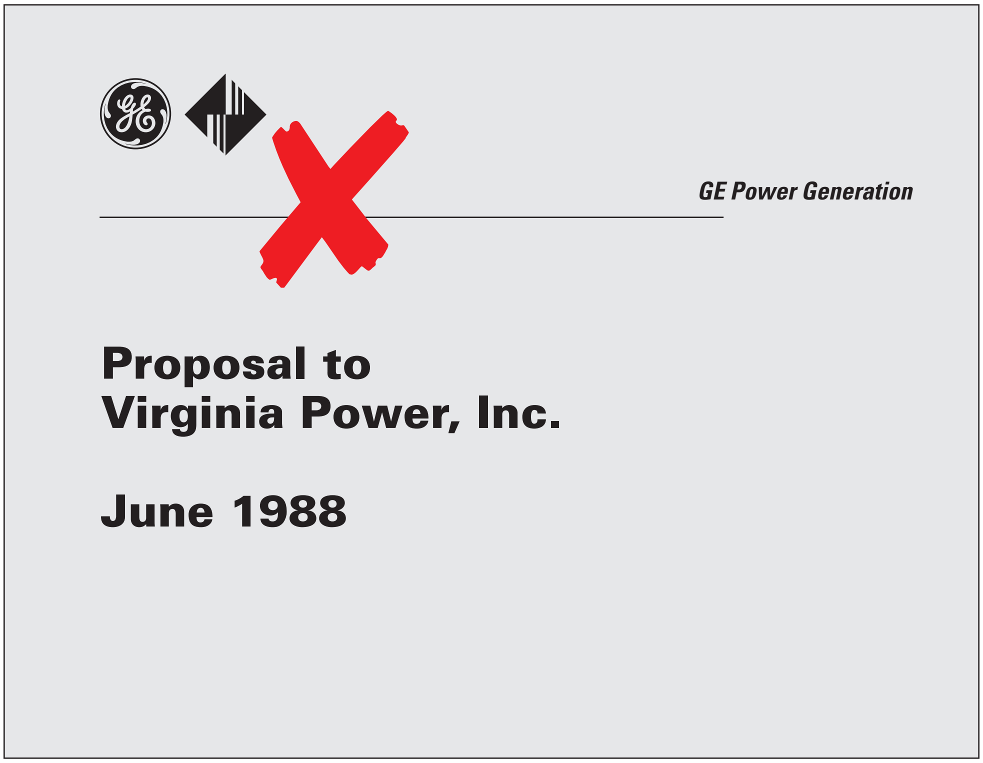
GE Power Generation

Proposal to
Virginia Power, Inc.

June 1988

VIRGINIA POWER

Monogram: *80-point GE Logo Font,* ***signature typography:*** *20-point Univers 68,* ***text:*** *36-point Univers 75*



GE Power Generation

Proposal to
Virginia Power, Inc.

June 1988

When using the logo of another company in a title transparency, follow these guidelines, as shown in the example at the upper left:

- **Keep the other logo *outside* the graphic signature,** well separated from the Monogram. *Do not* place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

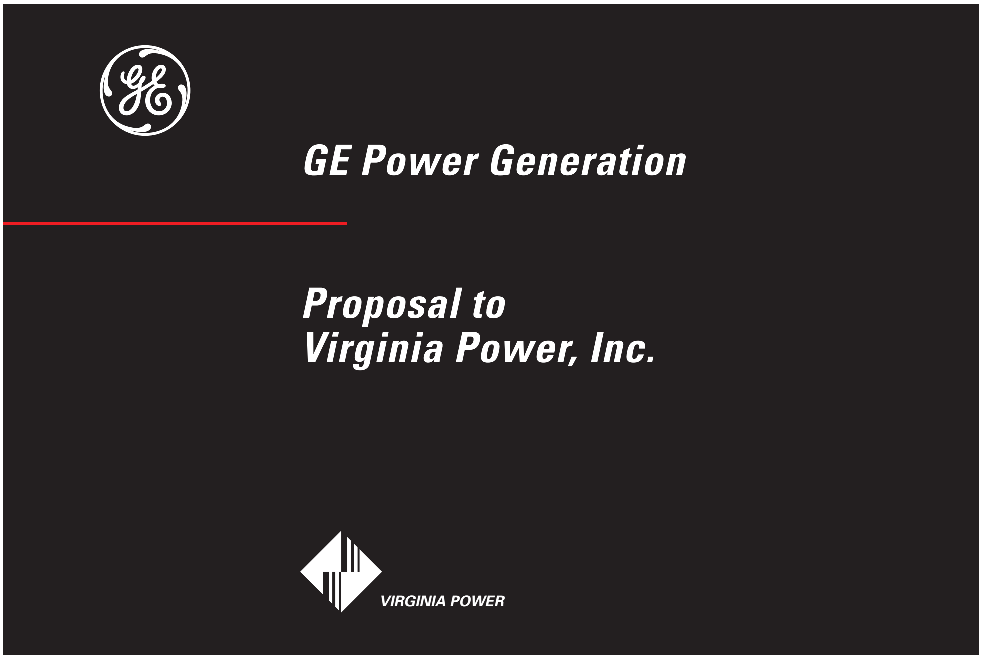
  (For more information on joint marks, see document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 30 to 35.)

- **Avoid using the other logo in the title;** instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- **Place the logo at the bottom of the overhead transparency,** separated from but aligned with the other elements.

Using the Monogram with Other Logos in Title Slides

Examples are reductions of a $4\frac{5}{8}$ x 7 - inch format for 35 mm slides.

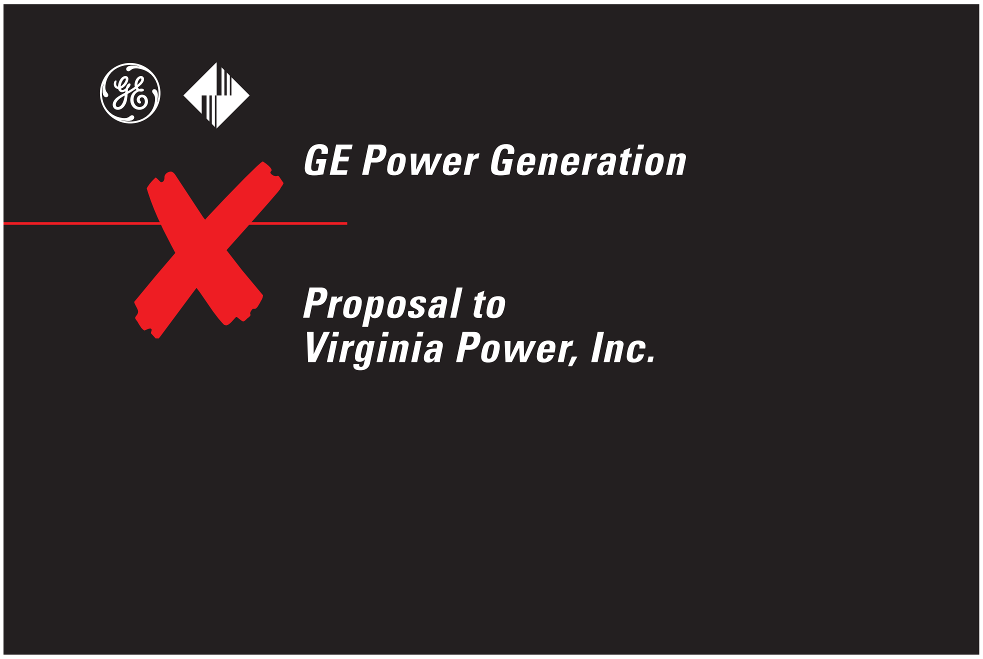


GE Power Generation

Proposal to
Virginia Power, Inc.

VIRGINIA POWER

Monogram: *66-point GE Logo Font,* ***signature typography and text:*** *22-point Univers 68*



GE Power Generation

Proposal to
Virginia Power, Inc.

Graphic signature: *34-point Univers 68,* ***text:*** *34-point Univers 65 and 55*

When using the logo of another company in a title slide, follow these guidelines, as shown in the example at the upper left:

- **Keep the other logo *outside* the graphic signature,** well separated from the Monogram. *Do not* place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

  (For more information on joint marks, see document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 30 to 35.)

- **Avoid using the other logo in the title;** instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.
- **Place the logo at the bottom of the title slide,** separated from but aligned with the other elements.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

The same basic style for text is used in all print, overhead, and slide presentations:

- Use a fine (thin) horizontal line at the top of the presentation format. Place the headline above the line and the body text below it.
- Set type flush left, ragged right.
- Use at least one point of additional space between lines of type.
- Do not indent paragraphs; instead, skip at least one-half line space between paragraphs.

Headline & Top Horizontal Line

Typeface: Univers 68.*

For recommended type sizes, see page 01.03.

Keep the headline and top horizontal line the same size and in the same position on all pages or transparencies, whether the text and headlines are long or short.

Because most laser printers cannot print up to the edge of the paper, in the examples of print presentations and overhead transparencies on pages 03.02 and 03.03, the top horizontal line is shown beginning at the left margin, aligned with the left edge of the headline and text. Nevertheless, if the line can bleed left off the format, it should, as shown in the examples of slides on page 03.04.

Body Text

Typefaces

- Body copy: ITC New Baskerville
- Subheads and highlights: Univers 68*

For recommended type sizes, see page 01.03.

Begin the body text at least one line space below the horizontal line used at the top of all presentation formats. Keep this beginning point the same on all pages or transparencies, whether the body text is long or short.

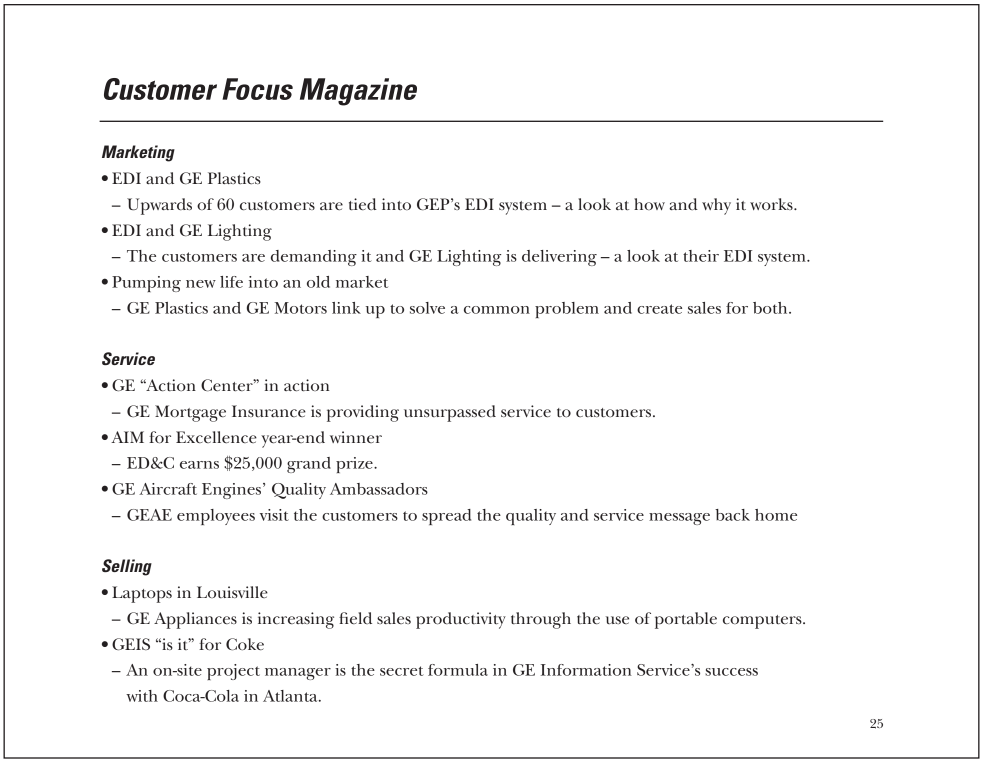
When listing items,

- *for first-level indents,* use solid bullets
- *for second-level indents,* use short dashes

---

*For names used in computer typesetting, see the footnote on page 01.03.

Examples are reductions of 11 x 8 ½ - inch formats.



Customer Focus Magazine

Marketing
- EDI and GE Plastics
  – Upwards of 60 customers are tied into GEP's EDI system – a look at how and why it works.
- EDI and GE Lighting
  – The customers are demanding it and GE Lighting is delivering – a look at their EDI system.
- Pumping new life into an old market
  – GE Plastics and GE Motors link up to solve a common problem and create sales for both.

Service
- GE "Action Center" in action
  – GE Mortgage Insurance is providing unsurpassed service to customers.
- AIM for Excellence year-end winner
  – ED&C earns $25,000 grand prize.
- GE Aircraft Engines' Quality Ambassadors
  – GEAE employees visit the customers to spread the quality and service message back home

Selling
- Laptops in Louisville
  – GE Appliances is increasing field sales productivity through the use of portable computers.
- GEIS "is it" for Coke
  – An on-site project manager is the secret formula in GE Information Service's success with Coca-Cola in Atlanta.

25

Subheads: *Univers 68,* ***text:*** *14-point ITC New Baskerville*

Body Copy
Use ITC New Baskerville, sized by this method:
- Determine the size required for the page with the most text.
- Use that size for all body text in the presentation.

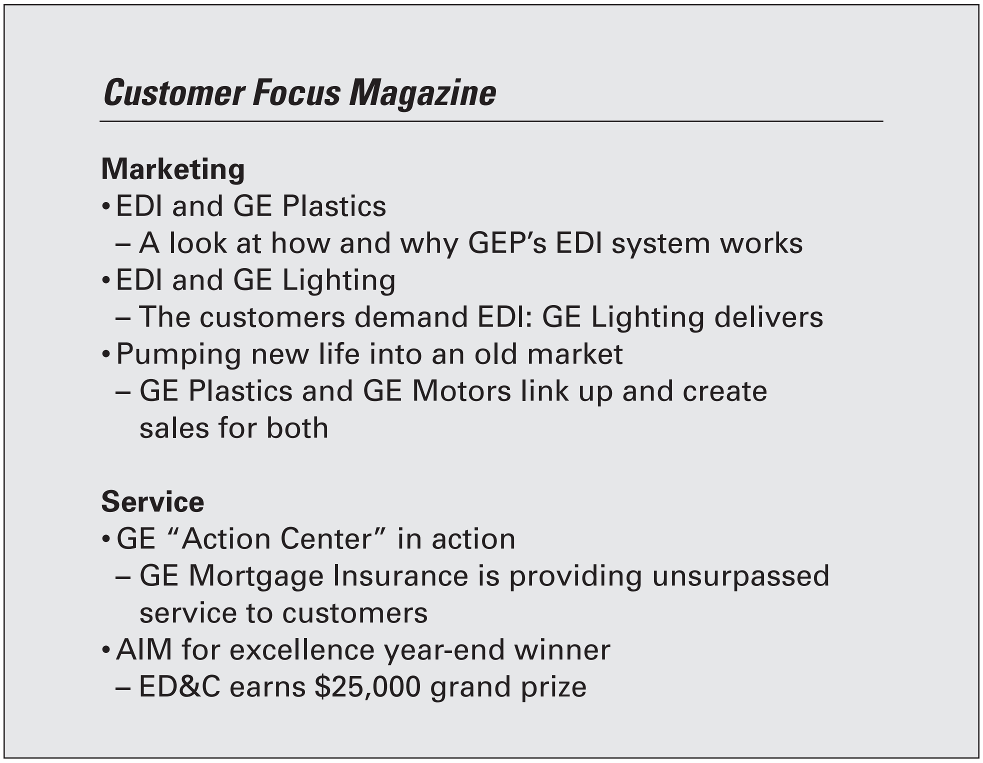
Note: To maintain easy readability, do not use a size smaller than 10 points or larger than 16 points for body text. The recommended size is 12 to 14 points.

Subheads & Highlights
- *For first-level subheads and highlights,* use Univers 68* in the same size as the body text. Do not box or underline highlights.
- *For second-level subheads,* use ITC New Baskerville Italic.

Page Numbers & Footnotes
Use ITC New Baskerville, 2 points smaller than the body text.

*For names used in computer typesetting, see the footnote on page 01.03.

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



Customer Focus Magazine

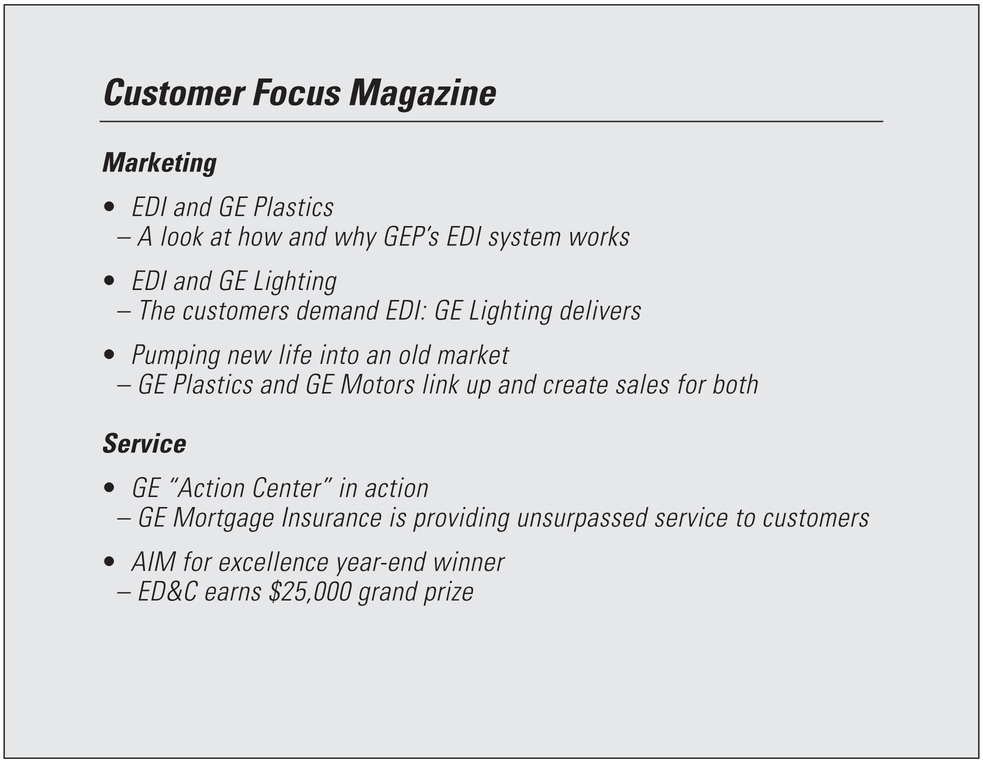
Marketing

- EDI and GE Plastics
  - A look at how and why GEP's EDI system works
- EDI and GE Lighting
  - The customers demand EDI: GE Lighting delivers
- Pumping new life into an old market
  - GE Plastics and GE Motors link up and create sales for both

Service

- GE "Action Center" in action
  - GE Mortgage Insurance is providing unsurpassed service to customers
- AIM for excellence year-end winner
  - ED&C earns $25,000 grand prize

***Subheads:** Univers 65, **text:** 24-point Univers 55*



Customer Focus Magazine

Marketing

- *EDI and GE Plastics*
  - *A look at how and why GEP's EDI system works*
- *EDI and GE Lighting*
  - *The customers demand EDI: GE Lighting delivers*
- *Pumping new life into an old market*
  - *GE Plastics and GE Motors link up and create sales for both*

Service

- *GE "Action Center" in action*
  - *GE Mortgage Insurance is providing unsurpassed service to customers*
- *AIM for excellence year-end winner*
  - *ED&C earns $25,000 grand prize*

***Subheads:** Univers 68, **text:** 20-point Univers 48*

Overhead projections are difficult to read when they contain too much copy. To enhance legibility,

- **make overhead transparencies** ***summaries*** of the corresponding print presentation
- **use the largest type size** that space permits

Compared to preparing a print presentation, when preparing overhead transparencies,

- **shorten copy** to express the gist of an idea, omitting detail (When the presentation is made, the commentator can elaborate on the idea and cite details.)
- **break long material into several overhead transparencies,** as shown in the examples at the left

Body Copy
Use Univers 55, 56, 47, or 48* for the body text. Determine the size and style required and use the same size and style in all body text in the presentation.

Subheads & Highlights
To differentiate subheads and highlights from the body text, use the bold or black version of the typeface selected for the body text (Univers 75, 76, 67, or 68*) in the same size as the body text.

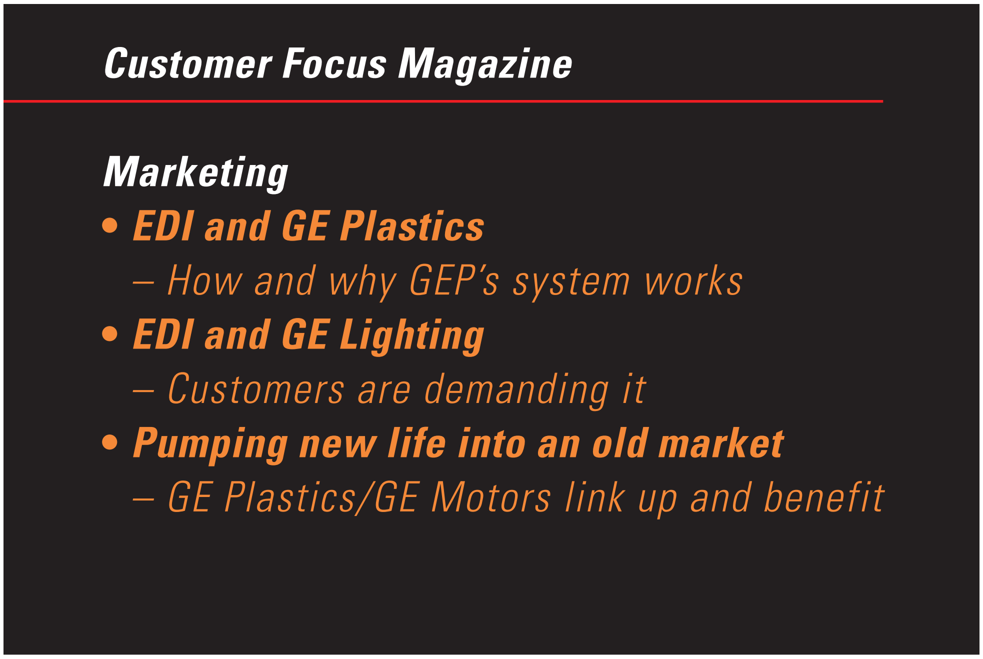
Recommended combinations of typefaces* for body copy and subheads:

Text	**Subhead**
Univers 55	Univers 75, 76, 68
Univers 56	Univers 76
Univers 48	Univers 68

Do not box, underline, or otherwise embellish highlights.

*For names used in computer typesetting, see the footnote on page 01.03.

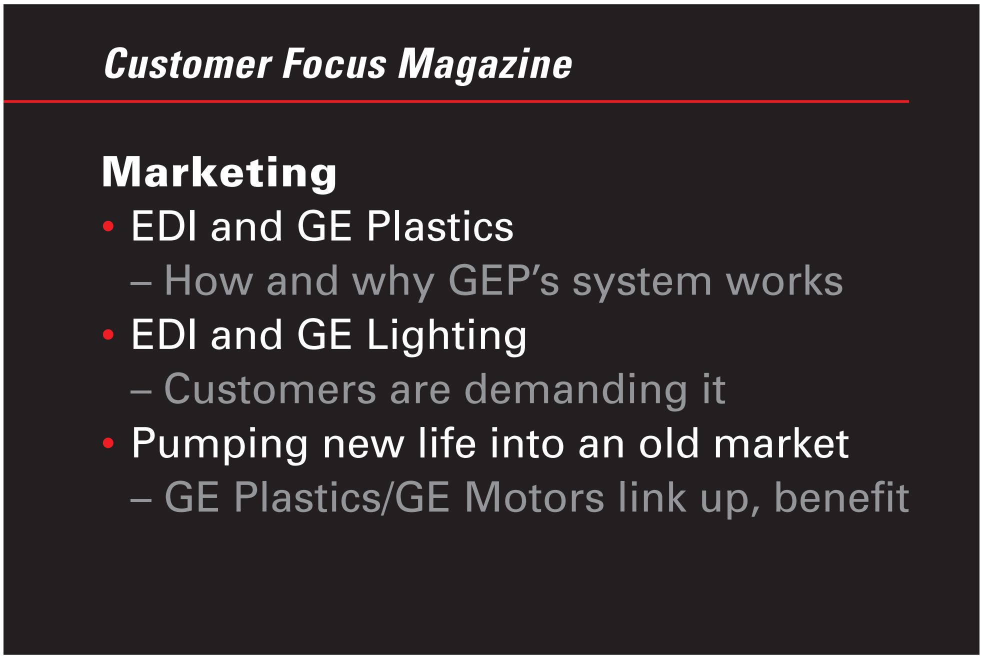
Examples are reductions of a $4\frac{5}{8}$ x 7 - inch format for 35 mm slides.



Customer Focus Magazine

Marketing
- **EDI and GE Plastics**
  – How and why GEP's system works
- **EDI and GE Lighting**
  – Customers are demanding it
- **Pumping new life into an old market**
  – GE Plastics/GE Motors link up and benefit

Subheads and text: *22-point Univers 68 and 48*



Customer Focus Magazine

Marketing
- EDI and GE Plastics
  – How and why GEP's system works
- EDI and GE Lighting
  – Customers are demanding it
- Pumping new life into an old market
  – GE Plastics/GE Motors link up, benefit

Subheads: *Univers 75,* ***text:*** *22-point Univers 55*

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

Slides are difficult to read when they contain too much copy.
To enhance legibility, make slides ***very brief summaries*** of the corresponding print presentation. Compared to preparing a print presentation, when preparing slides,

- **shorten copy** using only key words and phrases (When the presentation is made, the commentator can define and expand on the idea and cite details.)
- **break long material into several slides,** as shown in the examples at the left

Body Copy
Use Univers 55, 56, 47, or 48* for the body text. Determine the size and style required and use the same size and style in all body text in the presentation.

Subheads & Highlights
To differentiate subheads and highlights from the body text, use either (but not both)

- *the bold or black version* of the typeface selected for the body text (Univers 75, 76, 67, or 68*) in the same size as the body text
- *color*

Recommended combinations of typefaces* for body copy and subheads when color is not used for differentiation:

Text	**Subhead**
Univers 55	Univers 75, 76, 68
Univers 56	Univers 76
Univers 48	Univers 68

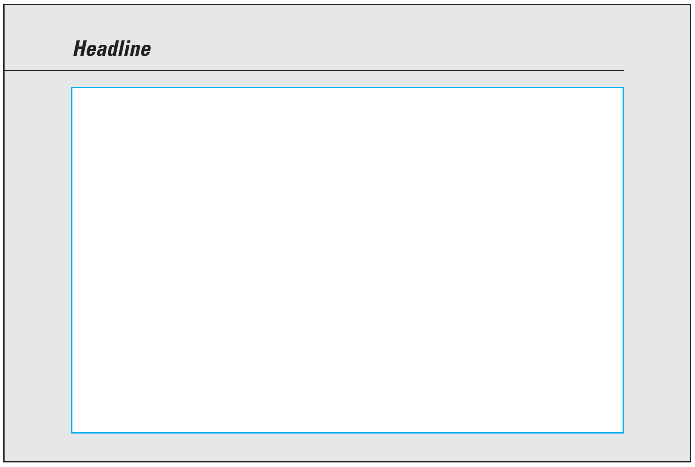
Do not box or underline highlights.

---

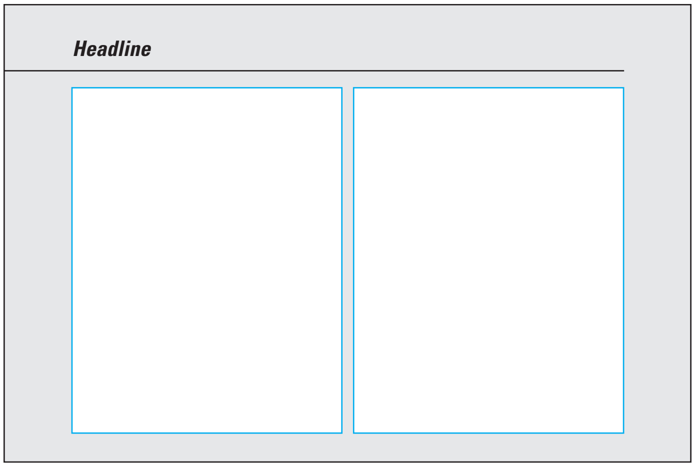
*For names used in computer typesetting, see the footnote on page 01.03.

Two- & Three-Column Grids
General Guidelines

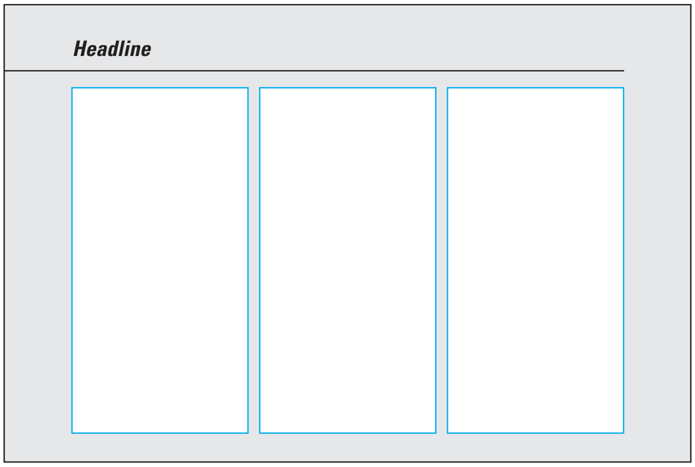
Examples are reductions of 11 x $8\,^{1}/_{2}$ - inch formats.



One-column format



Two-column format



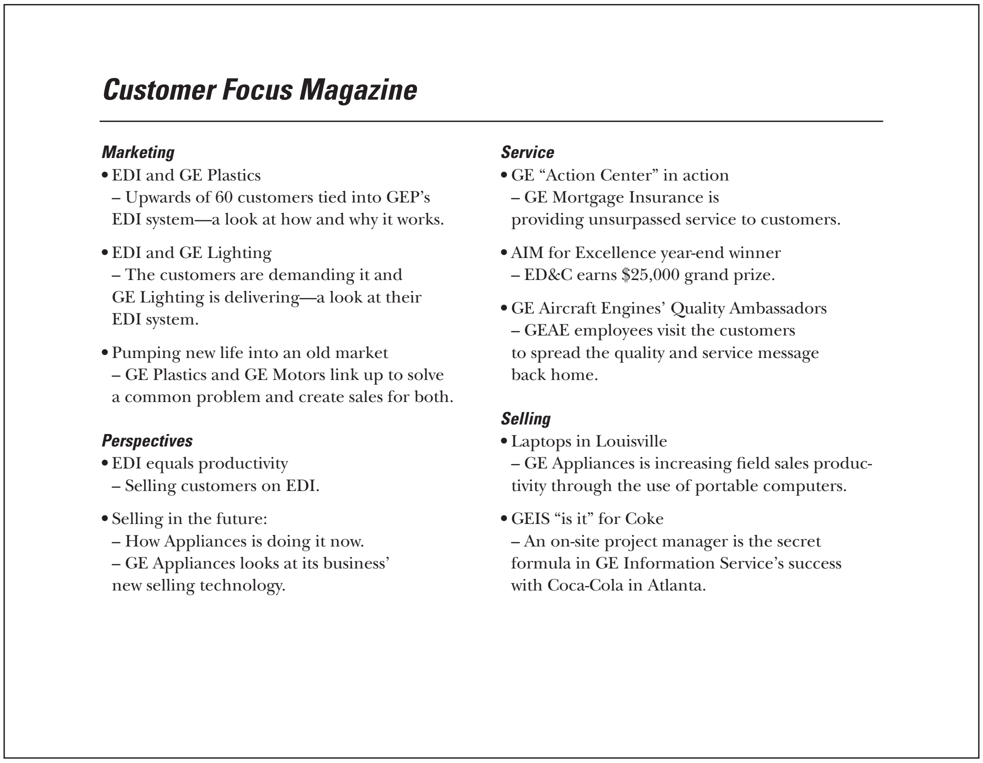
Three-column format

As shown in the examples on the preceding pages, the standard size and position of the
- **headline**
- **top horizontal line**
- **left margin**

establish consistency and help unify all the pages or transparencies of a presentation.

To accommodate different kinds of information, introduce variety, and avoid monotony within a presentation, it can be useful to mix one-, two-, and three-column grids like those shown in the examples at the left.

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



Customer Focus Magazine

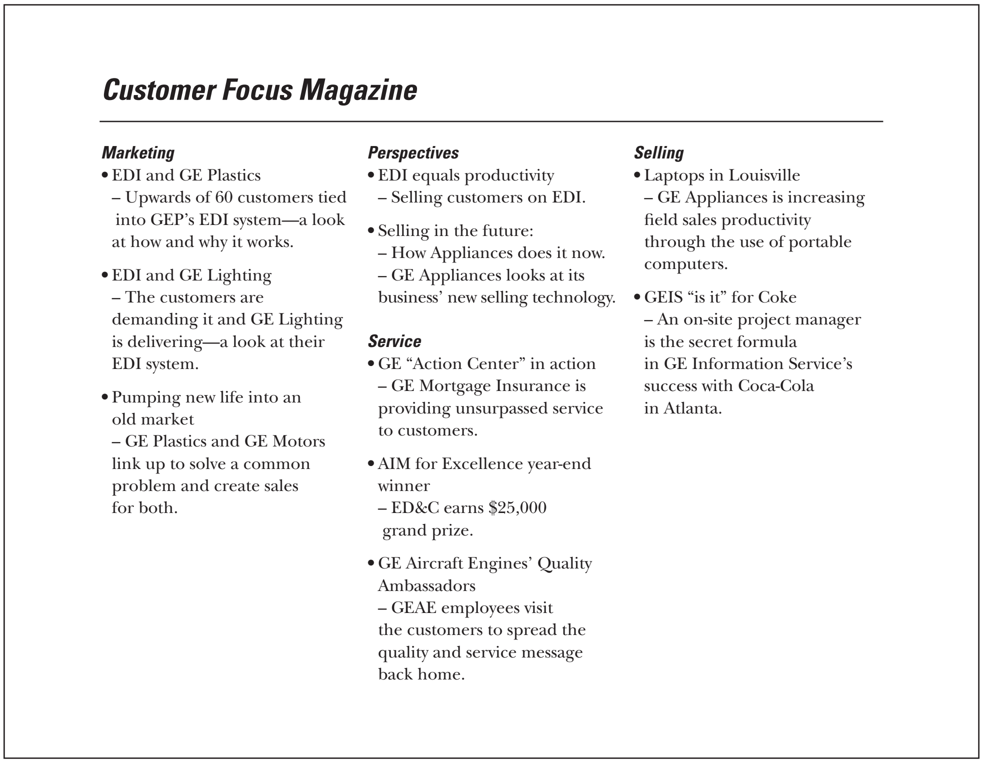
Marketing
- EDI and GE Plastics
  – Upwards of 60 customers tied into GEP's EDI system—a look at how and why it works.
- EDI and GE Lighting
  – The customers are demanding it and GE Lighting is delivering—a look at their EDI system.
- Pumping new life into an old market
  – GE Plastics and GE Motors link up to solve a common problem and create sales for both.

Perspectives
- EDI equals productivity
  – Selling customers on EDI.
- Selling in the future:
  – How Appliances is doing it now.
  – GE Appliances looks at its business' new selling technology.

Service
- GE "Action Center" in action
  – GE Mortgage Insurance is providing unsurpassed service to customers.
- AIM for Excellence year-end winner
  – ED&C earns $25,000 grand prize.
- GE Aircraft Engines' Quality Ambassadors
  – GEAE employees visit the customers to spread the quality and service message back home.

Selling
- Laptops in Louisville
  – GE Appliances is increasing field sales productivity through the use of portable computers.
- GEIS "is it" for Coke
  – An on-site project manager is the secret formula in GE Information Service's success with Coca-Cola in Atlanta.

Subheads: *Univers 68,* ***text:*** *ITC New Baskerville*



Customer Focus Magazine

Marketing
- EDI and GE Plastics
  – Upwards of 60 customers tied into GEP's EDI system—a look at how and why it works.
- EDI and GE Lighting
  – The customers are demanding it and GE Lighting is delivering—a look at their EDI system.
- Pumping new life into an old market
  – GE Plastics and GE Motors link up to solve a common problem and create sales for both.

Perspectives
- EDI equals productivity
  – Selling customers on EDI.
- Selling in the future:
  – How Appliances does it now.
  – GE Appliances looks at its business' new selling technology.

Service
- GE "Action Center" in action
  – GE Mortgage Insurance is providing unsurpassed service to customers.
- AIM for Excellence year-end winner
  – ED&C earns $25,000 grand prize.
- GE Aircraft Engines' Quality Ambassadors
  – GEAE employees visit the customers to spread the quality and service message back home.

Selling
- Laptops in Louisville
  – GE Appliances is increasing field sales productivity through the use of portable computers.
- GEIS "is it" for Coke
  – An on-site project manager is the secret formula in GE Information Service's success with Coca-Cola in Atlanta.

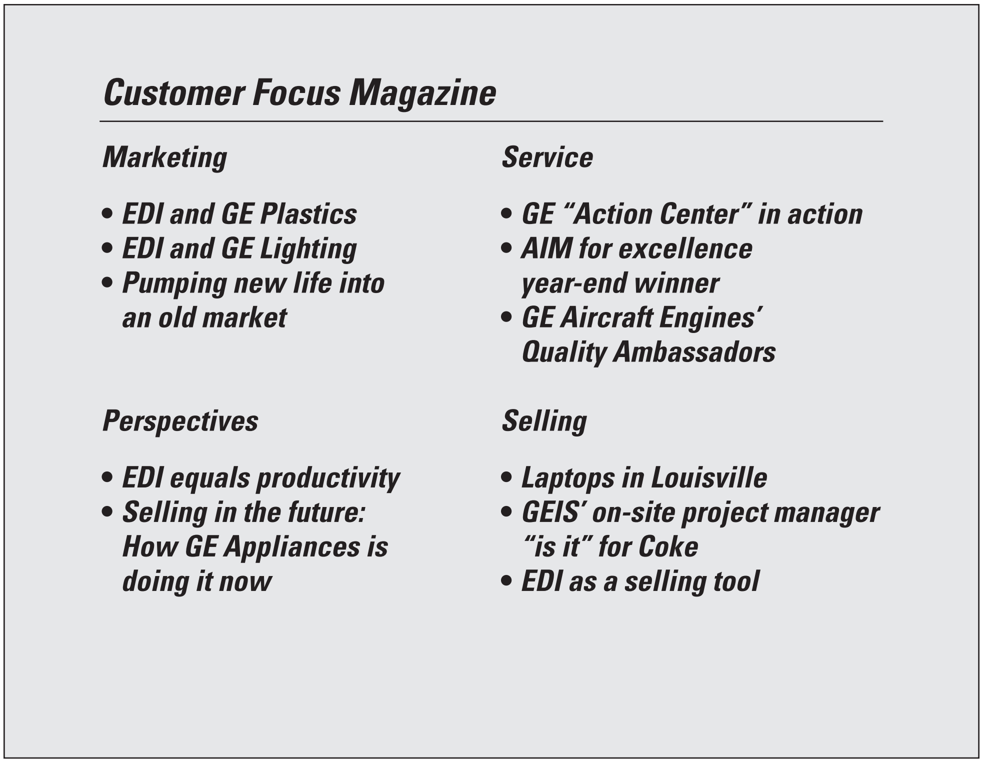
Subheads: *Univers 68,* ***text:*** *ITC New Baskerville*

To display a list of short items in a print presentation, use two or three narrow columns. They will allow more copy to fit on a page.

A two- or three-column grid is also useful for long paragraphs of copy, since it is easier to read a tall, narrow block of short lines than a short, wide block of long lines.

Whenever possible, use the same typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



Customer Focus Magazine

Marketing

- **EDI and GE Plastics**
- **EDI and GE Lighting**
- **Pumping new life into an old market**

Service

- **GE "Action Center" in action**
- **AIM for excellence year-end winner**
- **GE Aircraft Engines' Quality Ambassadors**

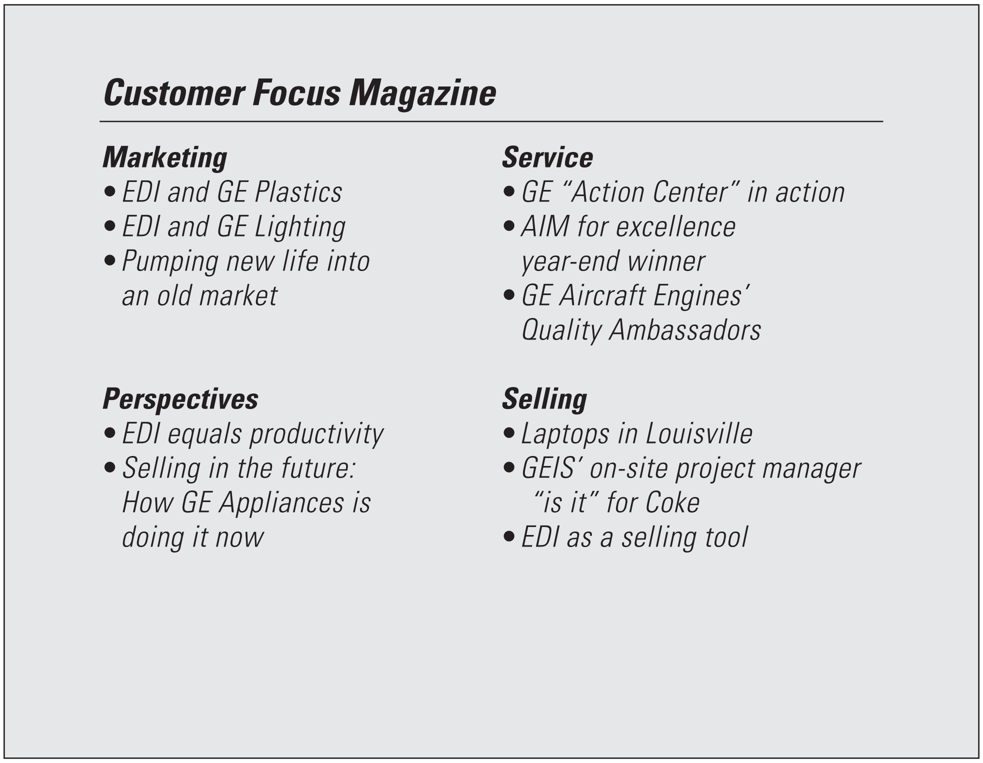
Perspectives

- **EDI equals productivity**
- **Selling in the future: How GE Appliances is doing it now**

Selling

- **Laptops in Louisville**
- **GEIS' on-site project manager "is it" for Coke**
- **EDI as a selling tool**

Subheads and text: *24-point Univers 68*



Customer Focus Magazine

Marketing
- *EDI and GE Plastics*
- *EDI and GE Lighting*
- *Pumping new life into an old market*

Service
- *GE "Action Center" in action*
- *AIM for excellence year-end winner*
- *GE Aircraft Engines' Quality Ambassadors*

Perspectives
- *EDI equals productivity*
- *Selling in the future: How GE Appliances is doing it now*

Selling
- *Laptops in Louisville*
- *GEIS' on-site project manager "is it" for Coke*
- *EDI as a selling tool*

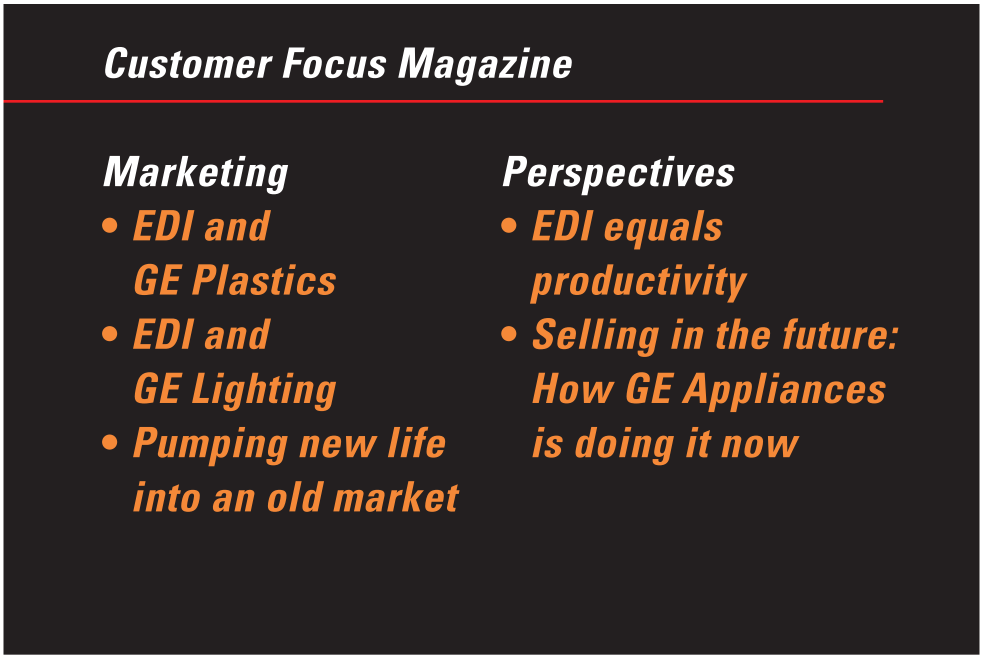
Subheads: *Univers 68,* ***text:*** *24-point Univers 48*

To display a list of short items in an overhead transparency, use two or three narrow columns. They will allow more copy to fit on an overhead transparency and remain legible when projected.

A two- or three-column grid is also useful when combining text with charts or photographs (see page 03.15).

Whenever possible, use the same Univers typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.

Examples are reductions of a 4 $^{5}/_{8}$ x 7 - inch format for 35 mm slides.



Customer Focus Magazine

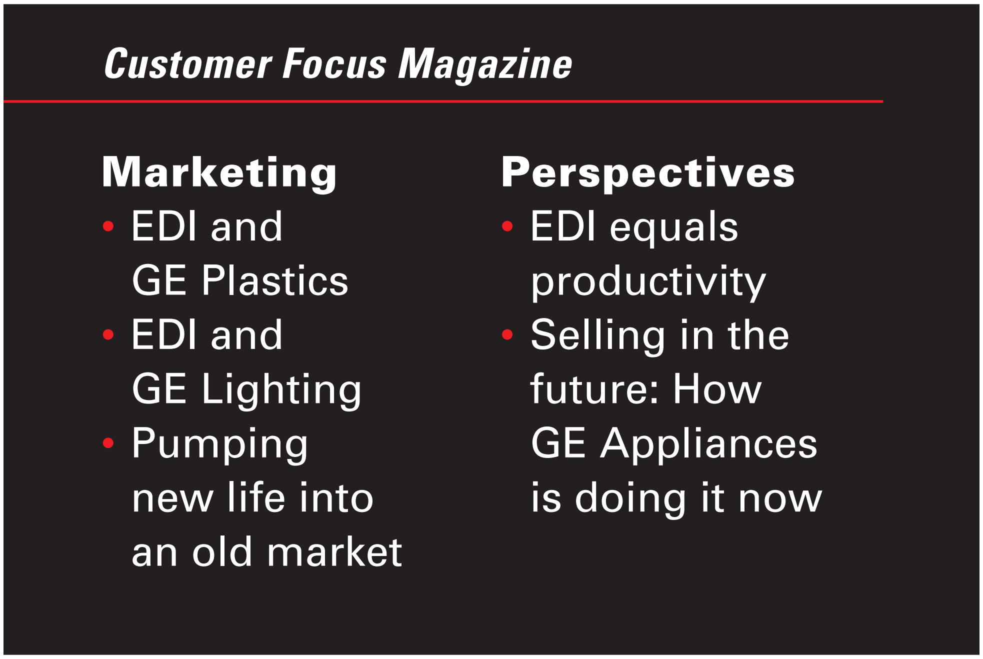
Marketing

- EDI and GE Plastics
- EDI and GE Lighting
- Pumping new life into an old market

Perspectives

- EDI equals productivity
- Selling in the future: How GE Appliances is doing it now

Subheads and text: *22-point Univers 68*



Customer Focus Magazine

Marketing

- EDI and GE Plastics
- EDI and GE Lighting
- Pumping new life into an old market

Perspectives

- EDI equals productivity
- Selling in the future: How GE Appliances is doing it now

Subheads: *Univers 75,* ***text:*** *22-point Univers 55*

To display a list of short items in a slide, use two or three narrow columns. They will allow more copy to fit on a slide and remain legible when projected.

A two- or three-column grid is also useful when combining text with charts or photographs (see page 03.16).

Whenever possible, use the same Univers typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.

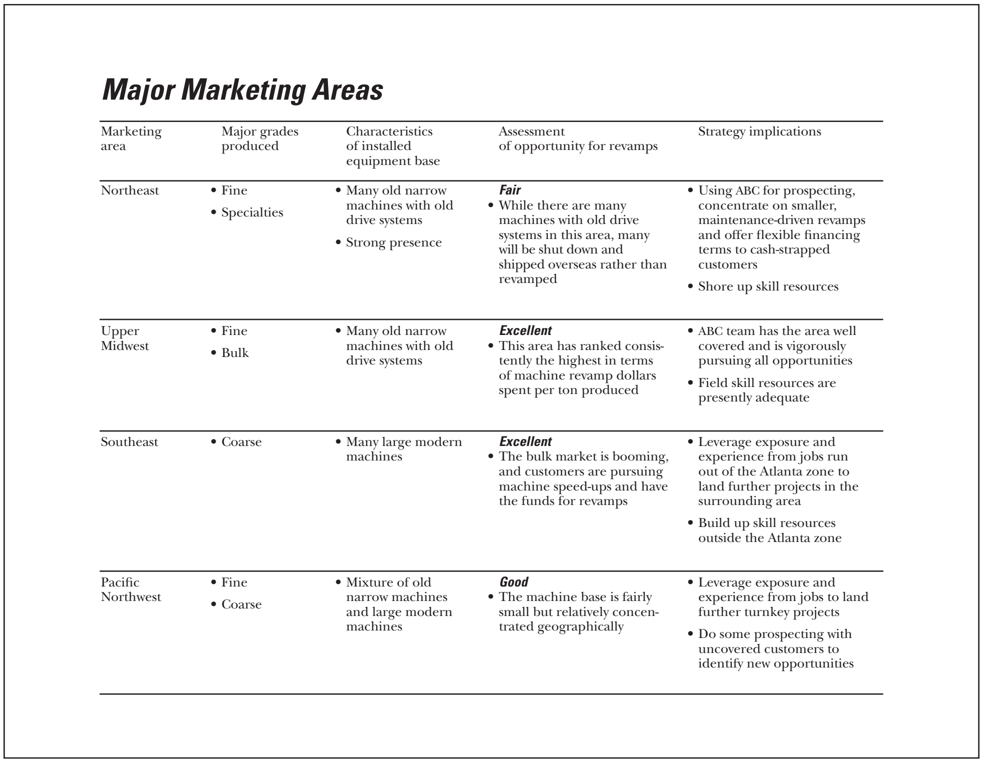
Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

In all presentation tables,

- **use**
  - **the same typeface and size**
    (Note: The typeface and size used in tables may differ from that used in the body text, as described on pages 03.10 to 03.12, but it should be the same in all the tables.)
  - **the same text style used for body copy**
    (flush left with no paragraph indents and at least one-half line space between paragraphs)
  - **fine (thin) horizontal lines** to aid the eye in reading across vertical columns
  - **heavy (thick) horizontal bars or bands** to structure and emphasize information

- **avoid**
  - vertical lines
  - boxes
  - special background colors

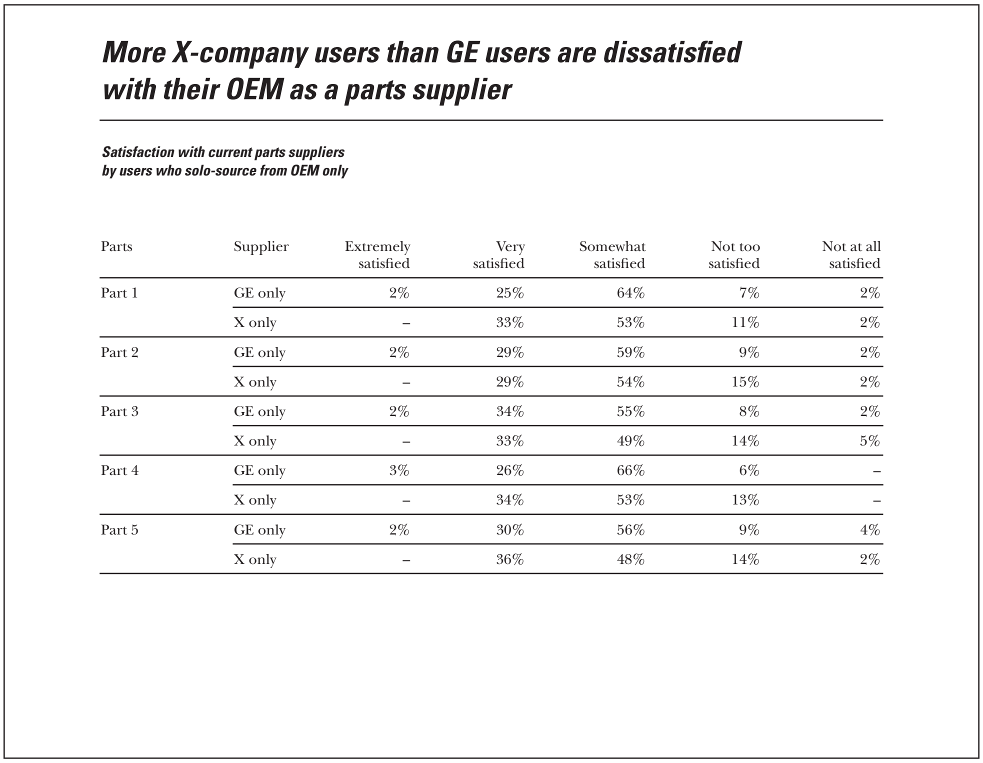
Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



Major Marketing Areas

Marketing area	Major grades produced	Characteristics of installed equipment base	Assessment of opportunity for revamps	Strategy implications
Northeast	• Fine • Specialties	• Many old narrow machines with old drive systems • Strong presence	***Fair*** • While there are many machines with old drive systems in this area, many will be shut down and shipped overseas rather than revamped	• Using ABC for prospecting, concentrate on smaller, maintenance-driven revamps and offer flexible financing terms to cash-strapped customers • Shore up skill resources
Upper Midwest	• Fine • Bulk	• Many old narrow machines with old drive systems	***Excellent*** • This area has ranked consistently the highest in terms of machine revamp dollars spent per ton produced	• ABC team has the area well covered and is vigorously pursuing all opportunities • Field skill resources are presently adequate
Southeast	• Coarse	• Many large modern machines	***Excellent*** • The bulk market is booming, and customers are pursuing machine speed-ups and have the funds for revamps	• Leverage exposure and experience from jobs run out of the Atlanta zone to land further projects in the surrounding area • Build up skill resources outside the Atlanta zone
Pacific Northwest	• Fine • Coarse	• Mixture of old narrow machines and large modern machines	***Good*** • The machine base is fairly small but relatively concentrated geographically	• Leverage exposure and experience from jobs to land further turnkey projects • Do some prospecting with uncovered customers to identify new opportunities

Text: *11-point ITC New Baskerville,* ***highlights:*** *Univers 68*



More X-company users than GE users are dissatisfied with their OEM as a parts supplier

Satisfaction with current parts suppliers by users who solo-source from OEM only

Parts	Supplier	Extremely satisfied	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied
Part 1	GE only	2%	25%	64%	7%	2%
	X only	–	33%	53%	11%	2%
Part 2	GE only	2%	29%	59%	9%	2%
	X only	–	29%	54%	15%	2%
Part 3	GE only	2%	34%	55%	8%	2%
	X only	–	33%	49%	14%	5%
Part 4	GE only	3%	26%	66%	6%	–
	X only	–	34%	53%	13%	–
Part 5	GE only	2%	30%	56%	9%	4%
	X only	–	36%	48%	14%	2%

Subheads: *Univers 68,* ***text:*** *12-point ITC New Baskerville*

For tables in print presentations, use either
- Univers or Univers Condensed
- ITC New Baskerville

sized by this method:
- Determine the size required for the table with the most text.
- Use that size for all tables in the presentation.

Note: To maintain easy readability, do not use a size smaller than 9 points or larger than 14 points for the text in tables in print presentations. The recommended size is 10 to 12 points.

Examples are reductions of 11 x 8 1/2 - inch formats.

Major Marketing Areas

Marketing area	*Northeast*	*Upper Midwest*
Major grades produced	• ***Fine*** • ***Specialties***	• ***Fine*** • ***Bulk***
Characteristics of installed equipment base	• ***Many old narrow machines with old drive systems*** • ***Strong presence***	• ***Many old narrow machines with old drive systems***
Assessment of opportunity for revamps	**Fair** • ***While there are many machines with old drive systems in this area, many will be shut down and shipped overseas rather than revamped***	**Excellent** • ***This area has ranked consistency the highest in terms of machine revamp dollars spent per ton produced***
Strategy implications	• ***Using ABC for prospecting, concentrate on smaller, maintenance-driven revamps and offer flexible financing terms to cash-strapped customers***	• ***ABC team has the area well covered and is vigorously pursuing all opportunities*** • ***Field skill resources are presently adequate***

Subheads: *Univers 48,* ***text:*** *16-point Univers 68*

More X-company users than GE users are dissatisfied with their OEM as a parts supplier

Satisfaction with current parts suppliers by users who solo-source from OEM only

Parts	***Supplier***	***Extremely or very satisfied***	***Somewhat satisfied***	***Not too or not at all satisfied***
Part 1	***GE only***	***27%***	***64%***	***9%***
	X only	***33%***	***53%***	***13%***
Part 2	***GE only***	***31%***	***59%***	***11%***
	X only	***29%***	***54%***	***17%***
Part 3	***GE only***	***36%***	***55%***	***10%***
	X only	***33%***	***49%***	***19%***
Part 4	***GE only***	***29%***	***66%***	***6%***
	X only	***34%***	***53%***	***13%***
Part 5	***GE only***	***32%***	***56%***	***13%***
	X only	***36%***	***48%***	***16%***

Subheads and text: *16-point Univers 68*

For tables in overhead presentations, use Univers or Univers Condensed in the largest practical size. Use the same typeface and size for all tables in the presentation.

Overhead presentations work best when they are *simple summaries* of the information in a corresponding print presentation. To achieve this simplicity while accommodating the information required in a print presentation table, you may need to

- restructure or reorient the table
- edit the copy
- use more than one transparency

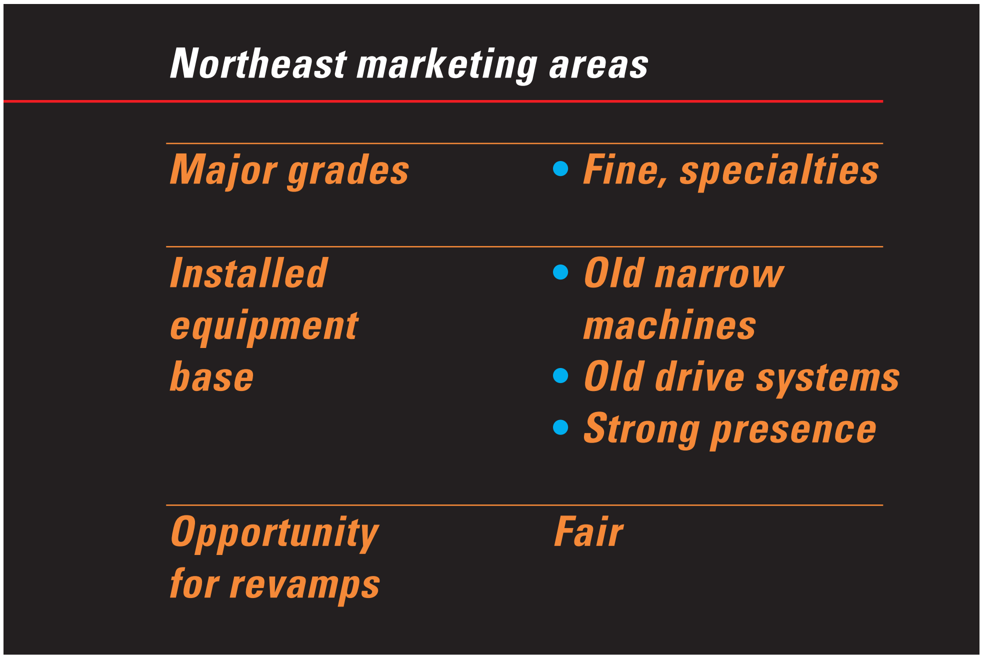
(See “Build Style for Overhead Transparencies,” page 03.13.)

The example at the upper left breaks the print version of the table (shown on page 03.10) into two overhead transparencies (only the first is shown here) and changes the orientation of the table from horizontal to vertical.

The example at the lower left simplifies the print table by combining some of the satisfaction categories.

Note: These examples are not required approaches. They merely demonstrate two of the possibilities for presenting summaries of complex information.

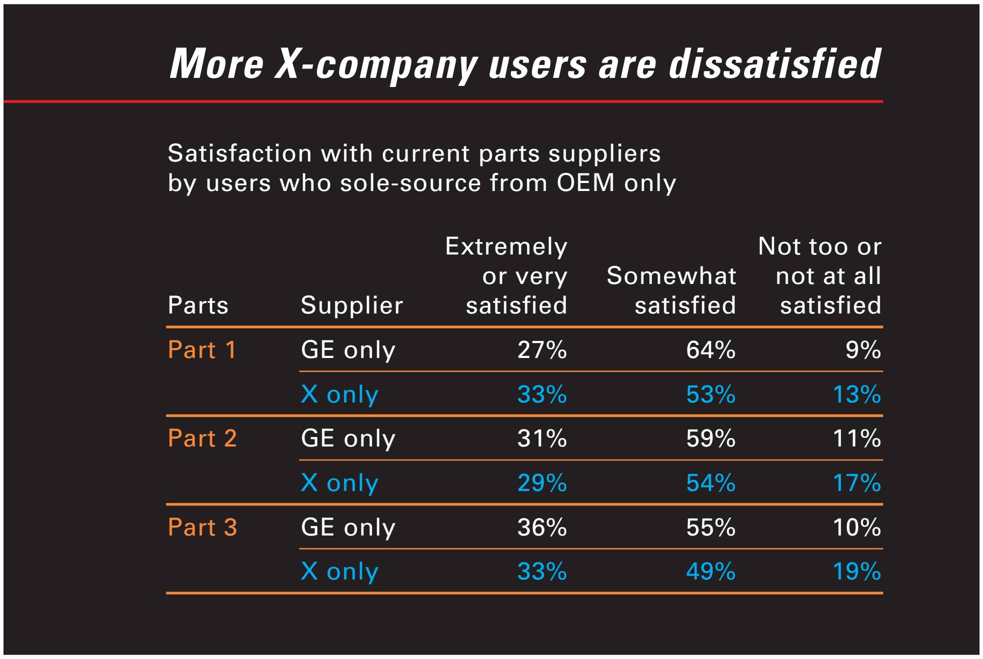
Examples are reductions of a $4\frac{5}{8}$ x 7 - inch format for 35 mm slides.



Northeast marketing areas

Major grades	• Fine, specialties
Installed equipment base	• Old narrow machines • Old drive systems • Strong presence
Opportunity for revamps	Fair

Subheads and text: *22-point Univers 68*



More X-company users are dissatisfied

Satisfaction with current parts suppliers
by users who sole-source from OEM only

Parts	Supplier	Extremely or very satisfied	Somewhat satisfied	Not too or not at all satisfied
Part 1	GE only	27%	64%	9%
	X only	33%	53%	13%
Part 2	GE only	31%	59%	11%
	X only	29%	54%	17%
Part 3	GE only	36%	55%	10%
	X only	33%	49%	19%

Headline: *22-point Univers 68,* ***text:*** *13 point Univers 55*

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

For tables in slide presentations, use Univers or Univers Condensed in the largest practical size. Use the same typeface and size for all tables in the presentation.

Slide presentations work best when they are *greatly simplified summaries* of the information in a corresponding print presentation. To achieve this simplicity while accommodating the information required in a print presentation table, you may need to

- restructure or reorient the table
- edit the copy
- use more than one slide (See "Build Style for Slides," page 03.14.)

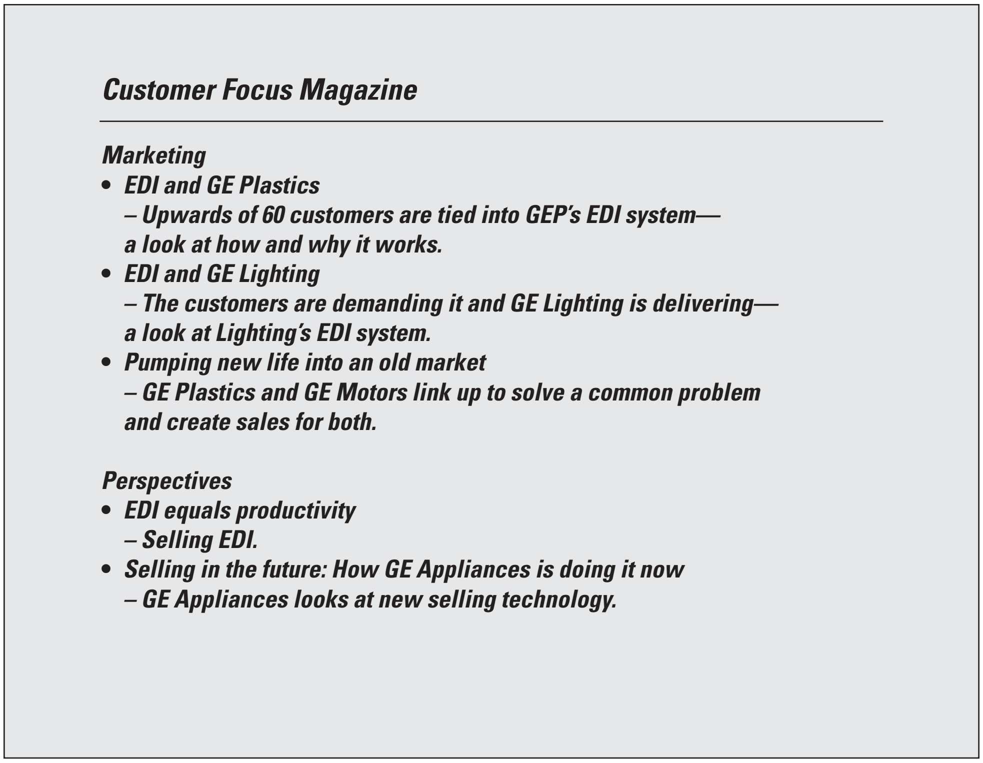
The example at the upper left breaks the print version of the table (shown on page 03.10) into several slides (only the first is shown here) and briefly summarizes the information.

The example at the lower left simplifies and divides the print table into several segments and combines the satisfaction categories.

Note: These examples are not required approaches. They merely demonstrate two of the possibilities for presenting very brief summaries of complex information.

Build Style for Overhead Transparencies

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



Customer Focus Magazine

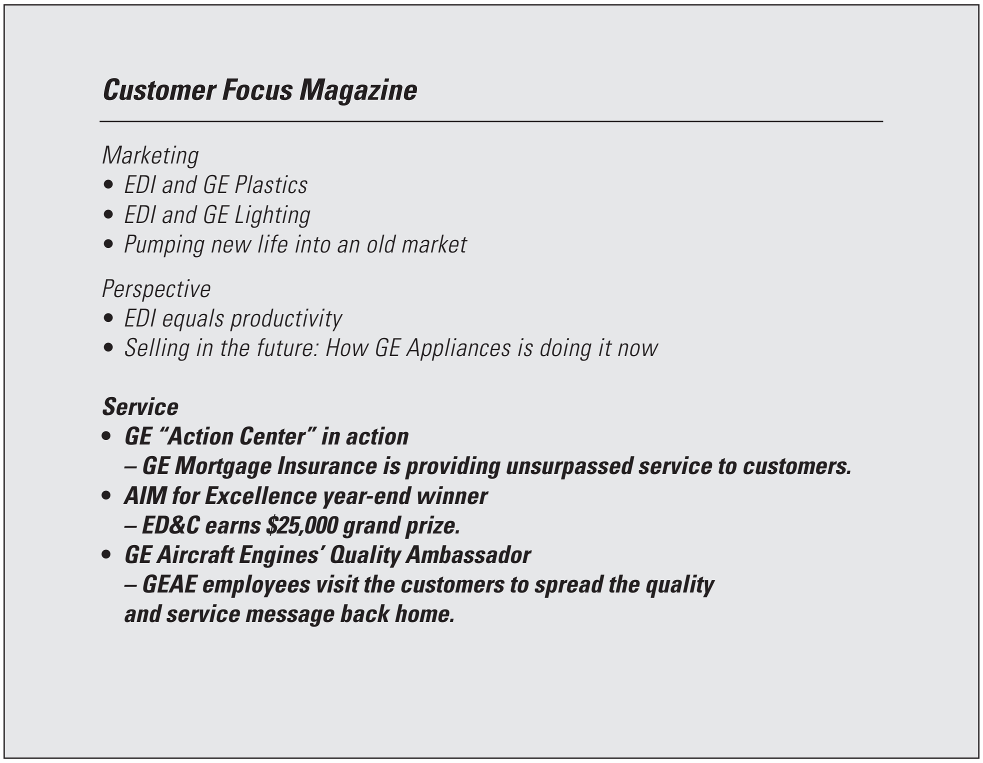
Marketing

- **EDI and GE Plastics**
  - **Upwards of 60 customers are tied into GEP's EDI system— a look at how and why it works.**
- **EDI and GE Lighting**
  - **The customers are demanding it and GE Lighting is delivering— a look at Lighting's EDI system.**
- **Pumping new life into an old market**
  - **GE Plastics and GE Motors link up to solve a common problem and create sales for both.**

Perspectives

- **EDI equals productivity**
  - **Selling EDI.**
- **Selling in the future: How GE Appliances is doing it now**
  - **GE Appliances looks at new selling technology.**

First overhead in build, text: *20-point Univers 68*



Customer Focus Magazine

Marketing

- EDI and GE Plastics
- EDI and GE Lighting
- Pumping new life into an old market

Perspective

- EDI equals productivity
- Selling in the future: How GE Appliances is doing it now

Service

- **GE "Action Center" in action**
  - **GE Mortgage Insurance is providing unsurpassed service to customers.**
- **AIM for Excellence year-end winner**
  - **ED&C earns $25,000 grand prize.**
- **GE Aircraft Engines' Quality Ambassador**
  - **GEAE employees visit the customers to spread the quality and service message back home.**

Second overhead in build, text: *20-point Univers 68 and 48*

An effective method for maintaining continuity in an overhead presentation is to introduce a new point while reminding an audience of previous points using a *build* presentation style—highlighting the newly presented points while subduing and summarizing the previous points.

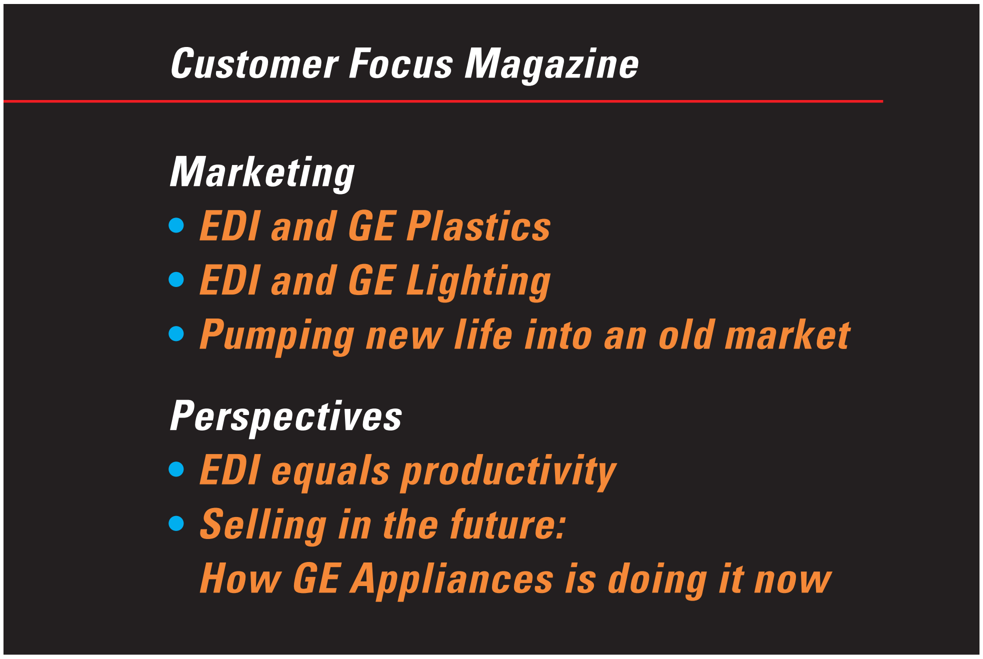
To create a build series, in the second and subsequent transparencies, subdue the previous points by both

- *summarizing* them
- *using* either
  - a lighter weight of type
  - grey in the type

Using information from the print presentation shown on page 03.02,

- the example at the upper left is the first transparency in a build series
- the example at the lower left is the second transparency in the build series; it adds a third point to the previous points, which have been subdued by both
  - summarizing the copy
  - using light type

Examples are reductions of a $4\frac{5}{8}$ x 7 - inch format for 35 mm slides.

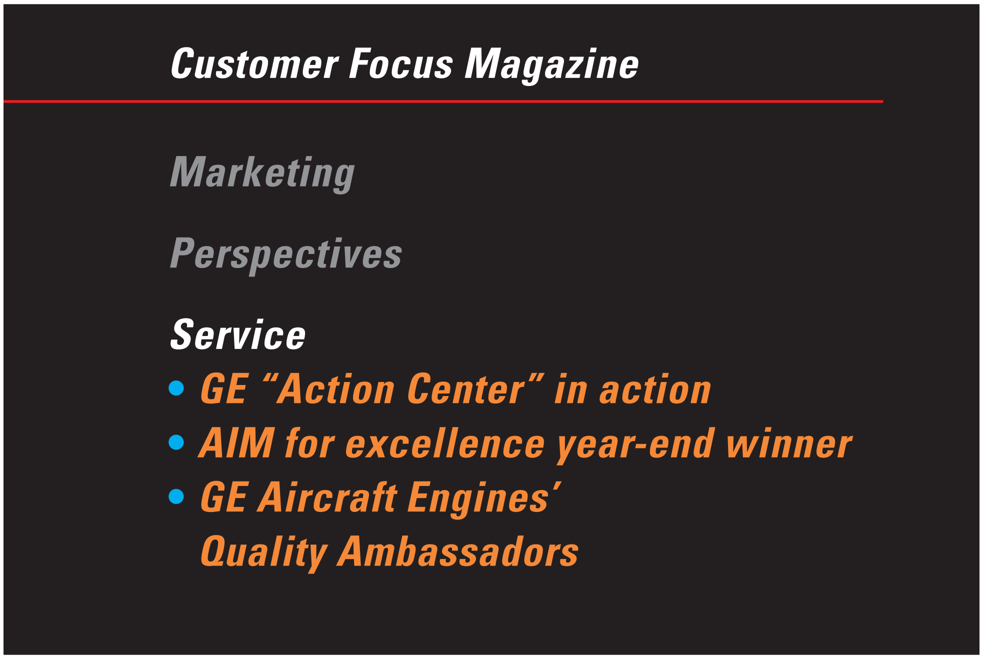


Customer Focus Magazine

Marketing
- *EDI and GE Plastics*
- *EDI and GE Lighting*
- *Pumping new life into an old market*

Perspectives
- *EDI equals productivity*
- *Selling in the future: How GE Appliances is doing it now*

First slide in build, text: *22-point Univers 68*



Customer Focus Magazine

Marketing

Perspectives

Service
- *GE "Action Center" in action*
- *AIM for excellence year-end winner*
- *GE Aircraft Engines' Quality Ambassadors*

Second slide in build, text: *22-point Univers 68*

An effective method for maintaining continuity in a slide presentation is to introduce a new point while reminding an audience of previous points using a *build* presentation style—highlighting the newly presented points by subduing the previous points.

To create a build series, in the second and subsequent slides subdue the previous points by both
- *summarizing* them
- *using* either
  - a lighter weight of type
  - grey in the type

Using information from the print presentation shown on page 03.02,
- the example at the upper left is the first slide in a build series
- the example at the lower left is the second slide in the build series; it adds a third point to the previous points, which have been subdued by both
  - summarizing the copy
  - using grey type

The same effect could be achieved by using two weights of type in the same color, as shown in the example on page 03.13.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

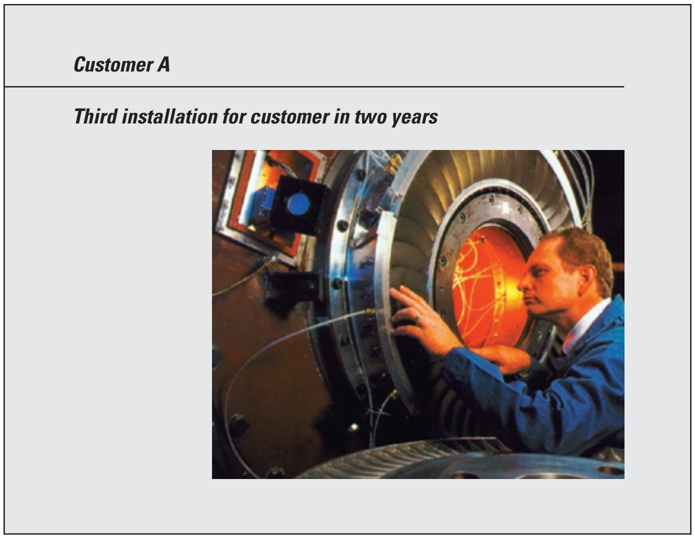
Photograph & Chart Positions in Overhead Transparencies

To better integrate photographs and charts into overhead presentations, incorporate the text using the same two- and three-column grids used for text transparencies.

Using the grids shown on page 03.05, the examples at the left show various positions for photographs or charts:

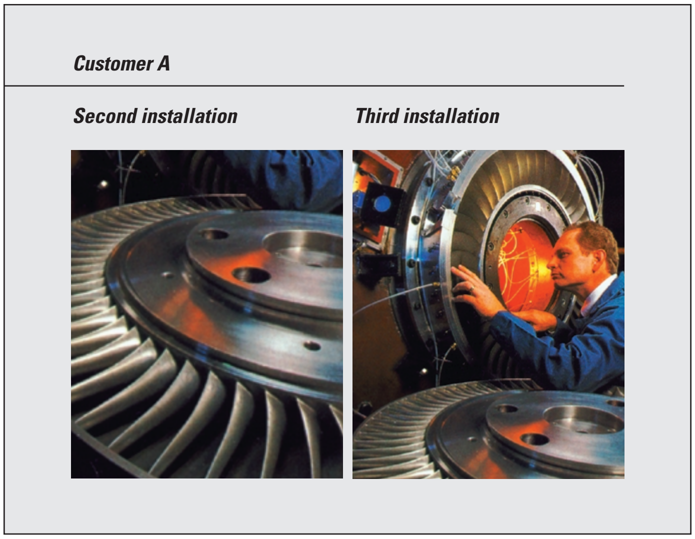
- **The example at the upper left shows a single photograph used with a headline and an optional subhead.** The photograph aligns flush right with the end of the horizontal line and extends as far left as required.
- **The example in the middle shows two photographs and subheads.** The photographs are sized to fit the two-column grid and are aligned at the top under the horizontal rule. If required, the photographs may vary in height.
- **The example at the lower left shows a photograph combined with text** on the same two-column grid used for overhead text transparencies.

Examples are reductions of 11 x 8 $^{1}/_{2}$ - inch formats.



Customer A

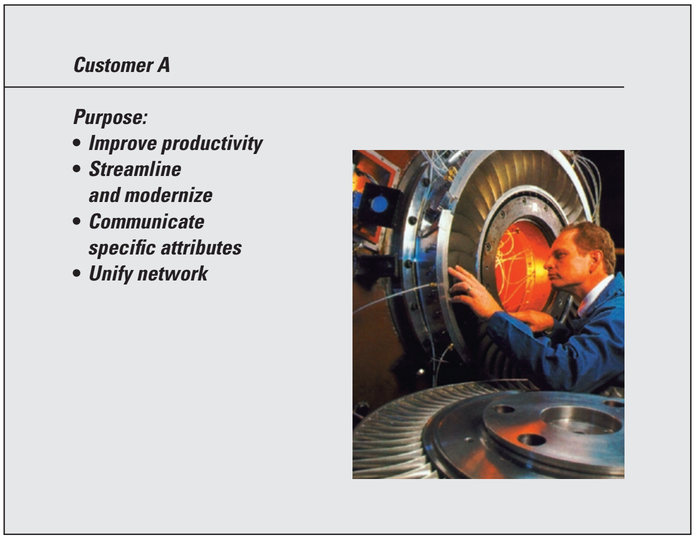
Third installation for customer in two years



Customer A

Second installation

Third installation

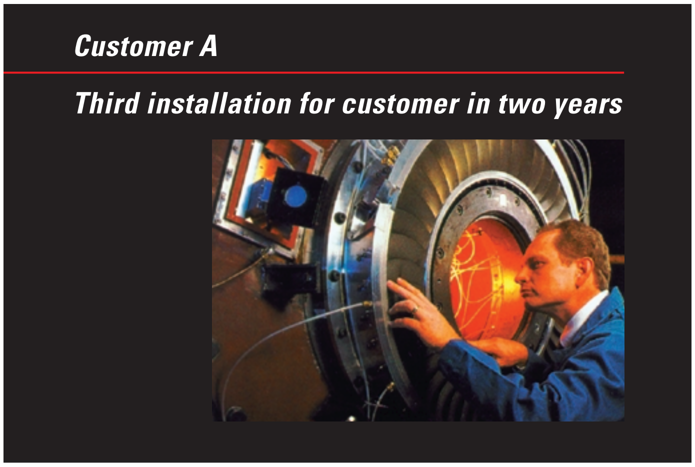


Customer A

Purpose:

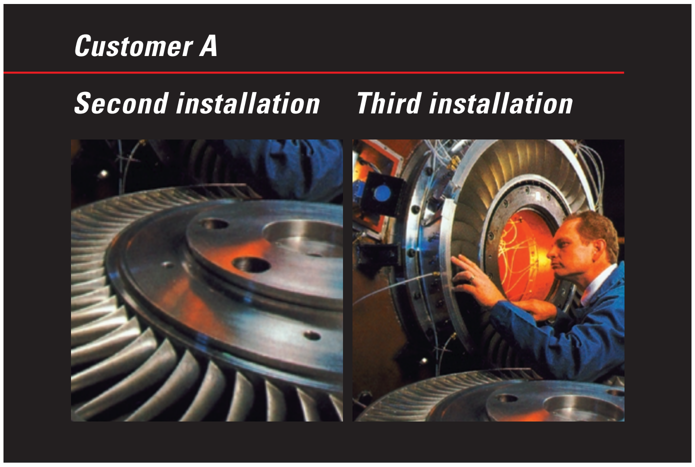
- ***Improve productivity***
- ***Streamline and modernize***
- ***Communicate specific attributes***
- ***Unify network***

Examples are reductions of a $4\frac{5}{8}$ x 7 - inch format for 35 mm slides.



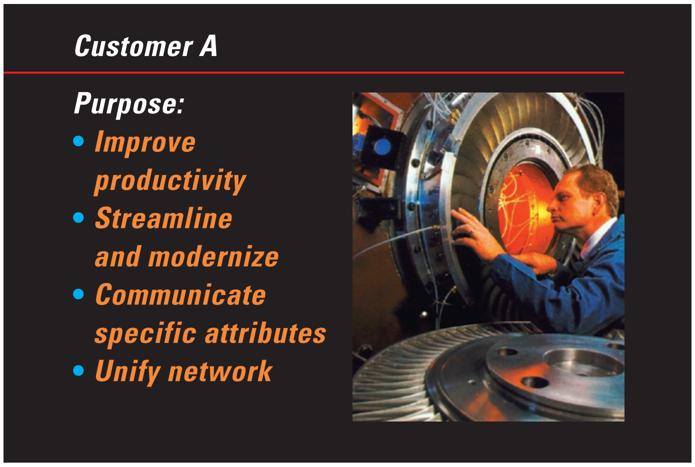
Customer A

Third installation for customer in two years



Customer A

Second installation **Third installation**



Customer A

Purpose:

- Improve productivity
- Streamline and modernize
- Communicate specific attributes
- Unify network

Although a photograph sometimes fills a slide, to better integrate photographs and charts with the balance of the presentation, they may appear with text, using the same two- and three-column grids used for text slides.

Using the grids shown on page 03.05, the examples at the left show various positions for photographs or charts:

- **The example at the upper left shows a single photograph used with a headline and an optional subhead.** The photograph aligns flush right with the end of the horizontal rule and extends as far left as required.
- **The example in the middle shows two photographs and subheads.** The photographs are sized to fit the two-column grid and are aligned at the top under the horizontal rule. If required, the photographs may vary in height.
- **The example at the lower left shows a photograph combined with text** on the same two-column grid used for text slides.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

If prepared correctly, charts and graphs can communicate ideas and relationships more effectively than a simple table. A chart can give coherence to large quantities of numbers, and it can facilitate comparisons among various types of data. A graph can provide a wealth of information at a glance.

Nevertheless, there are dangers in using such visual aids. Edward Tufte, a Yale professor, consults with TV networks, corporations, and the U.S. government on the display of statistics. Writing in the American Institute of Graphic Arts' *Journal of Graphic Design,* he discusses the tendency to overuse graphics when preparing charts:

> *The excuse for decoration is often, "The data is boring, and we need to make it come alive." Well, if the numbers are boring, then you've got the wrong numbers. Decoration won't save the day. Note the hidden assumption here that the audience for graphics is probably somewhat thick-headed, requiring a visual trick to induce them to look at some numbers. We should reject the quality-corrupting doctrines that numbers are boring and that graphics are for those with short attention spans. These doctrines blame the victims (the data and the audience) rather than the perpetrators. Finally, garish but data-starved graphics reduce the credibility of presentations, for most audiences will have a natural suspicion of hyped graphics. Who would trust a chart that looks like a video game?*

When preparing a presentation chart, consider the following:

- **Is a chart the best way to communicate the information?** Often, a table is easier to understand.
- **Is the kind of chart selected the best for the situation?** There are many alternatives to rows of bars and wedges of pie.
- **Is a key or legend required or can the material be labeled directly?**
- **Is the page cluttered?** To simplify the presentation, can the information be combined into fewer charts or can some of the data be carried over to another page? Can the explanatory type and labels be better organized?

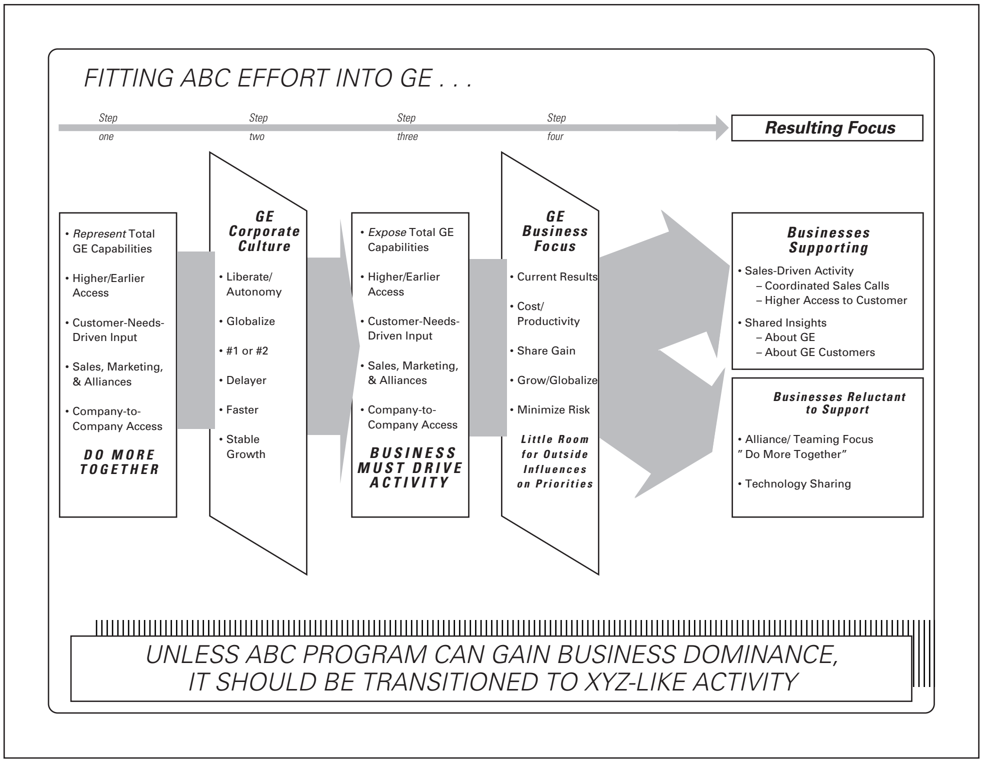
On the following pages of this section,
- ***at the top* are some typical GE charts** prepared before these guidelines were developed
- ***at the bottom* are the same charts** redesigned to simplify the information and make it easier to read

Note: The guidelines in Section 04 apply to all presentation materials, regardless of form.

Edward Tufte's book,* The Visual Display of Quantitative Information *(Graphics Press, Cheshire, Connecticut, 1983) includes the table shown at the right. *It highlights the differences between graphics that are friendly and easily understood and those that are unfriendly and obscure.*

Friendly	*Unfriendly*
Type is set in upper- and lowercase letters.	*Type is set in all capital letters.*
Words are spelled out. *Mysterious and elaborate encoding is avoided.*	*Abbreviations abound, requiring the viewer to sort through text to decode abbreviations.*
Words run from left to right, the usual direction for reading occidental languages.	*Words run vertically, particularly along the Y-axis.* *Words run in several different directions.*
Little messages help explain data.	*Graphic is cryptic, requiring repeated references to scattered text.*
Elaborately encoded shadings, crosshatching, and colors are avoided; instead, labels are placed on the graphic itself: no legend is required.	*Obscure coding requires going back and forth between legend and graphic.*
Graphic attracts viewer and provokes curiosity.	*Graphic is repellent, filled with "chart junk."*

Examples are reductions of 11 x 8 1/2 - inch formats.



FITTING ABC EFFORT INTO GE . . .

Step one — Step two — Step three — Step four — **Resulting Focus**

- *Represent* Total GE Capabilities
- Higher/Earlier Access
- Customer-Needs-Driven Input
- Sales, Marketing, & Alliances
- Company-to-Company Access

DO MORE TOGETHER

GE Corporate Culture

- Liberate/ Autonomy
- Globalize
- #1 or #2
- Delayer
- Faster
- Stable Growth

- *Expose* Total GE Capabilities
- Higher/Earlier Access
- Customer-Needs-Driven Input
- Sales, Marketing, & Alliances
- Company-to-Company Access

BUSINESS MUST DRIVE ACTIVITY

GE Business Focus

- Current Results
- Cost/ Productivity
- Share Gain
- Grow/Globalize
- Minimize Risk

Little Room for Outside Influences on Priorities

Businesses Supporting

- Sales-Driven Activity
  - – Coordinated Sales Calls
  - – Higher Access to Customer
- Shared Insights
  - – About GE
  - – About GE Customers

Businesses Reluctant to Support

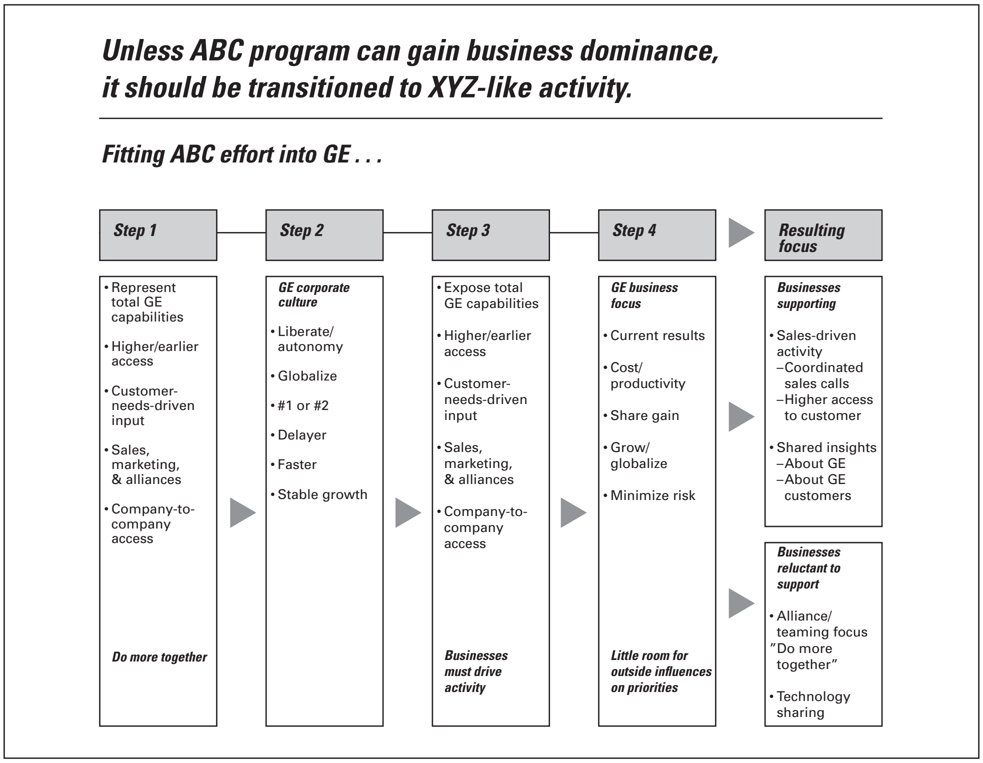
- Alliance/ Teaming Focus " Do More Together"
- Technology Sharing

UNLESS ABC PROGRAM CAN GAIN BUSINESS DOMINANCE,
IT SHOULD BE TRANSITIONED TO XYZ-LIKE ACTIVITY

Original print presentation

The original flow chart at the left is a hodgepodge of elements (collectively known as *chart junk*), that should be avoided in all presentation materials, including

- borders
- words consisting of all-capital letters
- coarse screens (linear and dot patterns)
- shadows
- oddly shaped boxes
- grossly deformed arrows



Unless ABC program can gain business dominance, it should be transitioned to XYZ-like activity.

Fitting ABC effort into GE . . .

Step 1 — ***Step 2*** — ***Step 3*** — ***Step 4*** — ***Resulting focus***

- Represent total GE capabilities
- Higher/earlier access
- Customer-needs-driven input
- Sales, marketing, & alliances
- Company-to-company access

Do more together

GE corporate culture

- Liberate/ autonomy
- Globalize
- #1 or #2
- Delayer
- Faster
- Stable growth

- Expose total GE capabilities
- Higher/earlier access
- Customer-needs-driven input
- Sales, marketing, & alliances
- Company-to-company access

Businesses must drive activity

GE business focus

- Current results
- Cost/ productivity
- Share gain
- Grow/ globalize
- Minimize risk

Little room for outside influences on priorities

Businesses supporting

- Sales-driven activity
  - –Coordinated sales calls
  - –Higher access to customer
- Shared insights
  - –About GE
  - –About GE customers

Businesses reluctant to support

- Alliance/ teaming focus "Do more together"
- Technology sharing

Redesign with Univers 68 and 55

Ridding the page of chart junk unclutters it. Using only the *necessary* design elements,

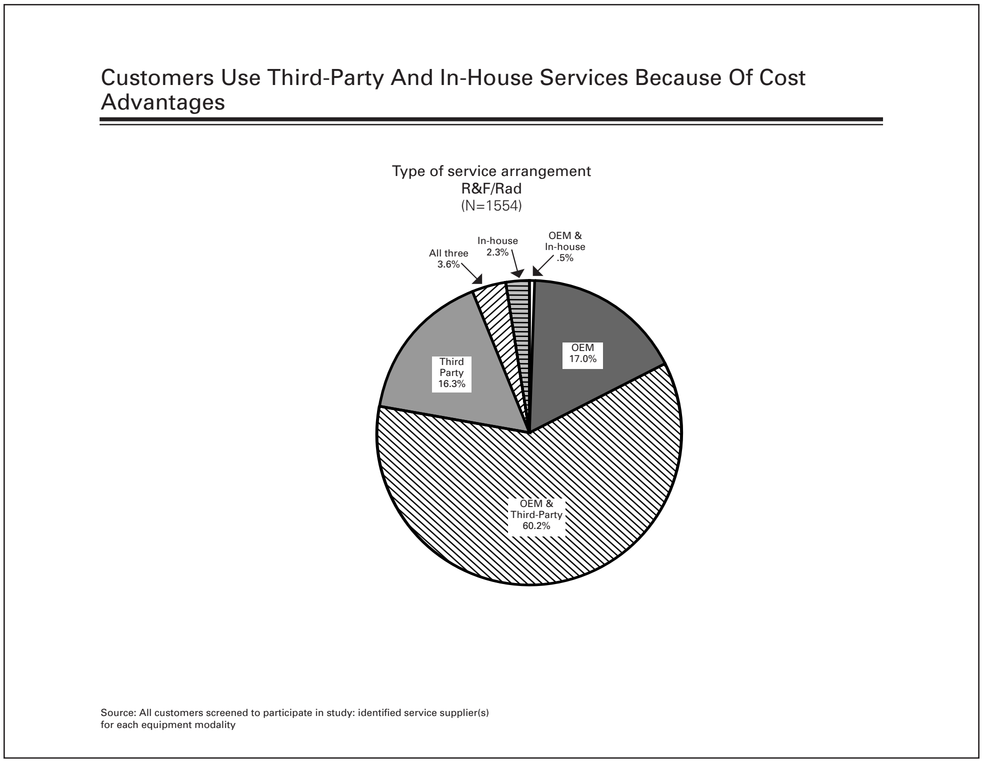
- simple boxes
- arrows

helps present the information much more clearly.

Making the most important verbal element into a headline at the top of the page simplifies the layout and clarifies the point of the chart.

The type is much easier to read when set in upper- and lowercase letters instead of the all-capital letters used in the chart above.

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



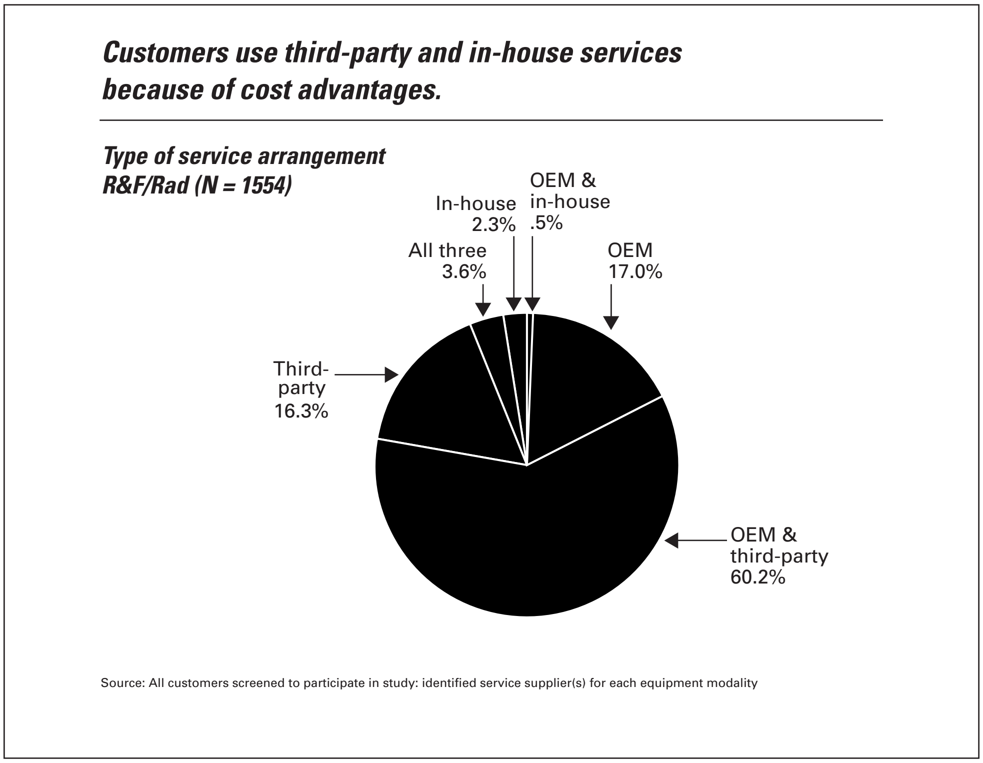
Customers Use Third-Party And In-House Services Because Of Cost Advantages

Source: All customers screened to participate in study: identified service supplier(s) for each equipment modality

Original overhead transparency

In the original pie chart at the left,

- **the screens are so visually active, they are distracting,** interfering with the quick understanding of the chart
- **the type in the labels is so small, it is barely legible**



Customers use third-party and in-house services because of cost advantages.

Type of service arrangement R&F/Rad (N = 1554)

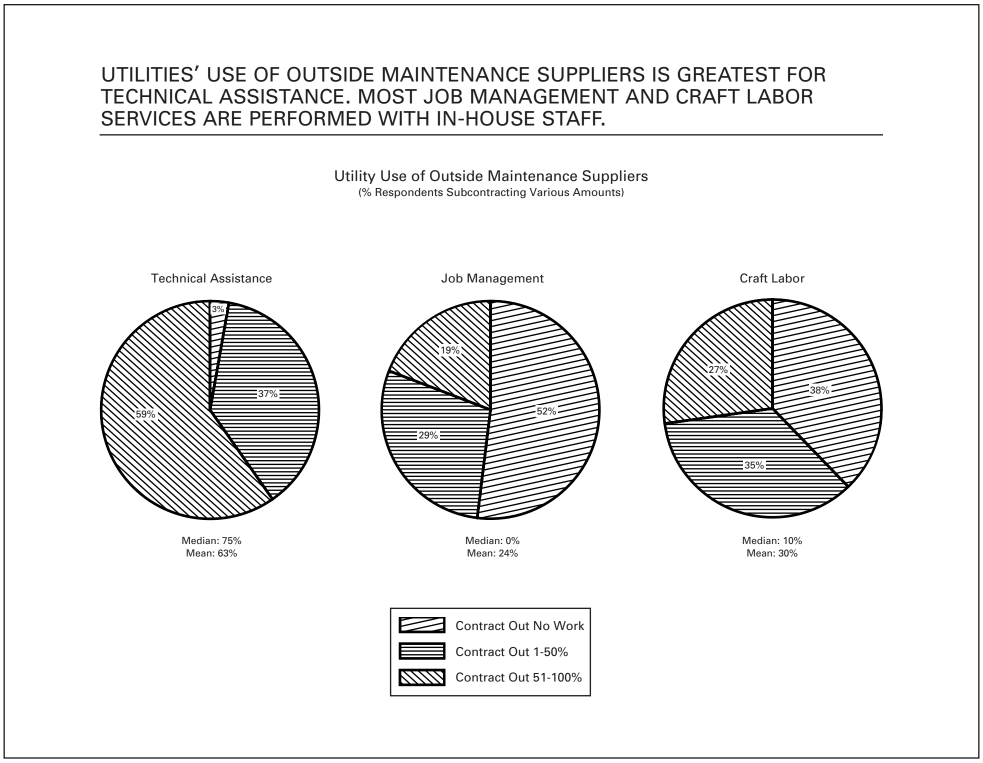
Source: All customers screened to participate in study: identified service supplier(s) for each equipment modality

Redesign with Univers 68 and 55

Since a comparison of two or more charts is not required here, an all-black pie chart is easy to understand and free of visual distraction, as shown in the example at the left.

In the original pie chart above, the white boxes within the wedges, which are used to contain three of the labels, hinder the size comparison of the wedges. Reversing the label information in white from an all-black pie could eliminate this problem, but some of the wedges are too small to accommodate the required type. Setting the label type in a size large enough to be easily read and neatly organizing the labels around the chart, as shown in the example, solves the problem.

Examples are reductions of 11 x $8\frac{1}{2}$ - inch formats.



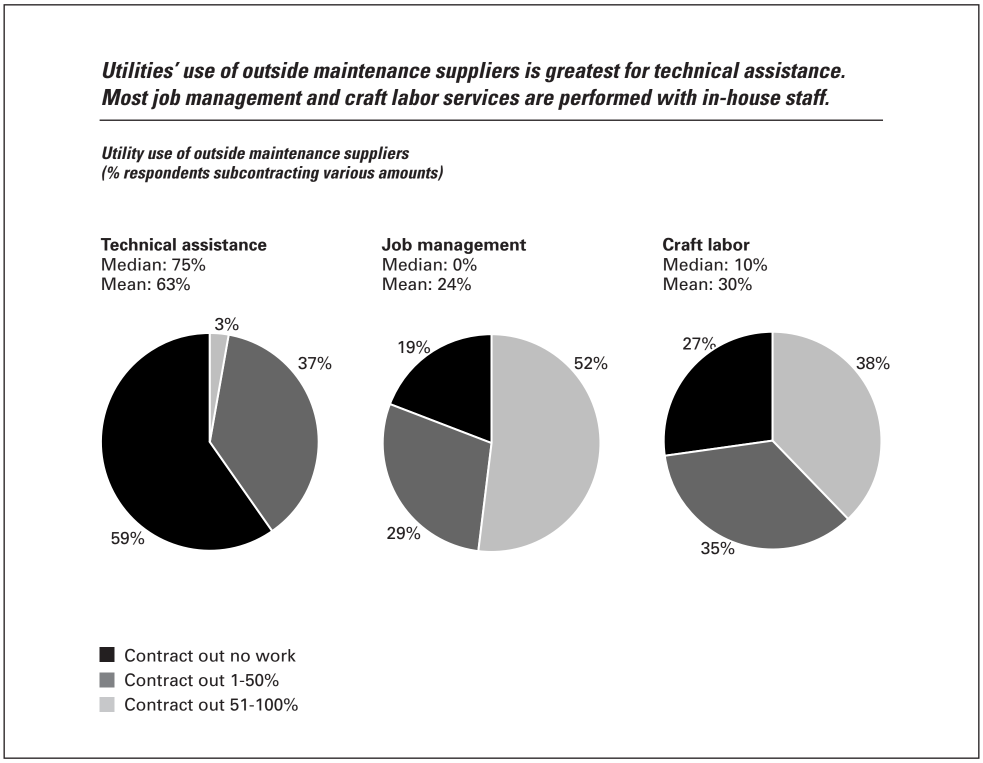
UTILITIES’ USE OF OUTSIDE MAINTENANCE SUPPLIERS IS GREATEST FOR TECHNICAL ASSISTANCE. MOST JOB MANAGEMENT AND CRAFT LABOR SERVICES ARE PERFORMED WITH IN-HOUSE STAFF.

Utility Use of Outside Maintenance Suppliers
(% Respondents Subcontracting Various Amounts)

Original overhead transparency

As shown in the original overhead transparency at the left, the following elements impair legibility and impede understanding of the chart:

- all-capital letters in the headline
- distracting screens
- white box labels for each wedge



Utilities’ use of outside maintenance suppliers is greatest for technical assistance. Most job management and craft labor services are performed with in-house staff.

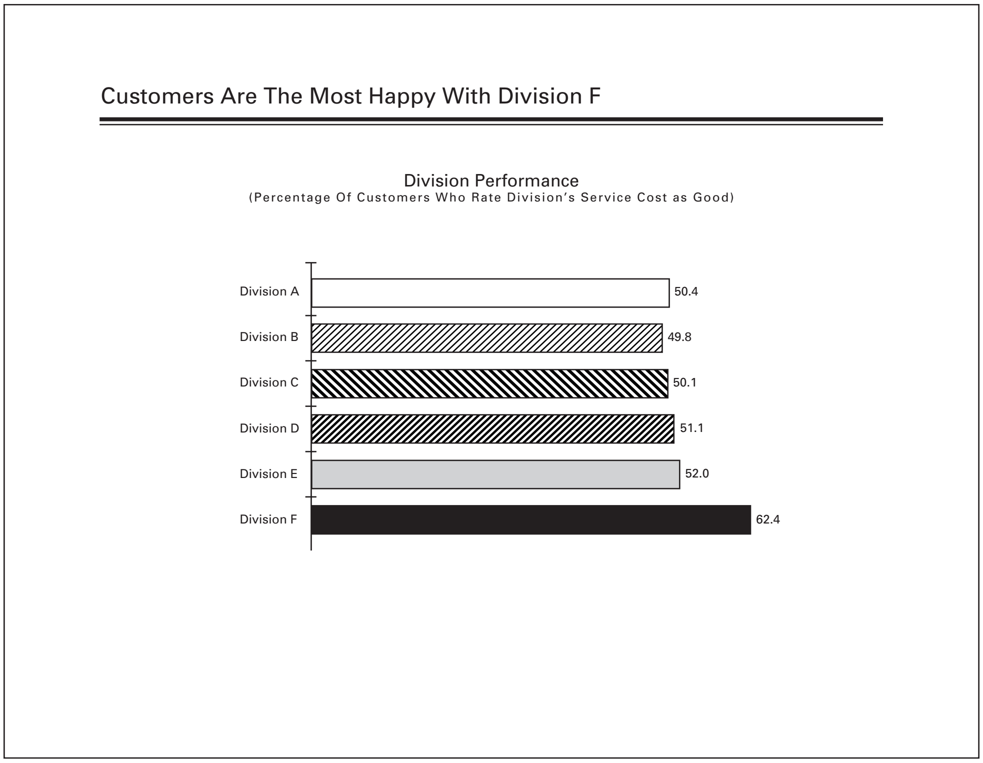
Utility use of outside maintenance suppliers (% respondents subcontracting various amounts)

Redesign with Univers 65, 68 and 55

Compared to the example above, the example at the left shows that

- **the headline, set in upper- and lowercase letters,** is much easier to read than the all-capital headline
- **the fine screens of black,** used to make the shades of grey in the pie wedges, eliminate the visual distraction of coarse screen patterns
- **by combining some of the type elements into blocks above the pie charts,** the layout has been simplified

Examples are reductions of 11 x 8 $^{1}/_{2}$ - inch formats.



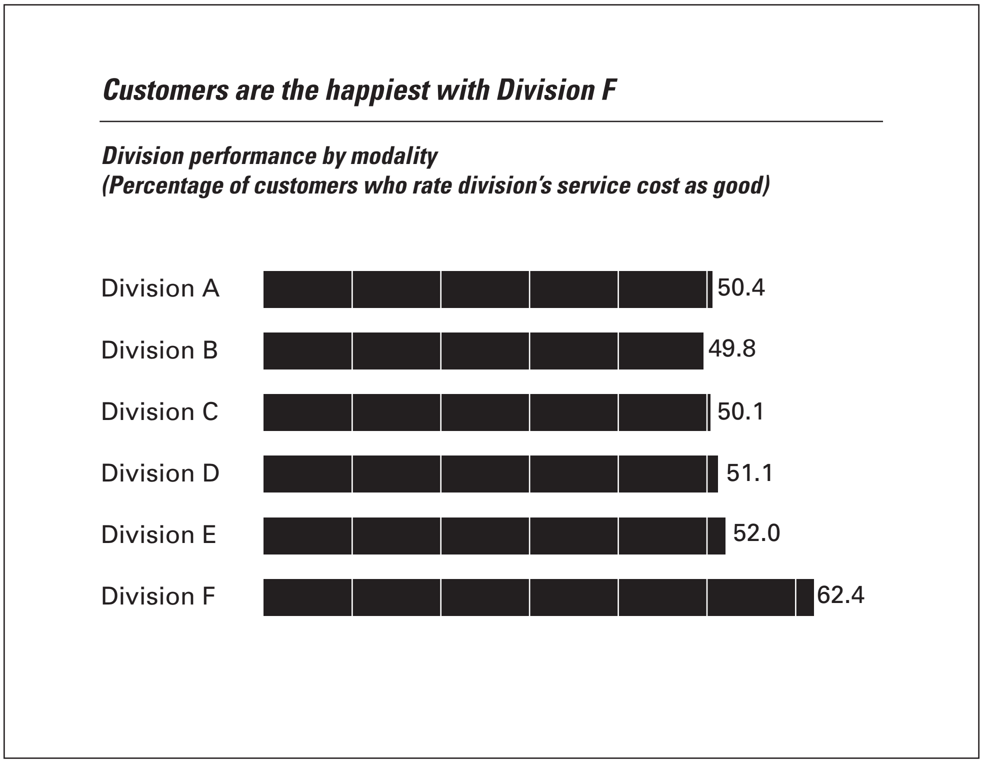
Customers Are The Most Happy With Division F

Division Performance
(Percentage Of Customers Who Rate Division's Service Cost as Good)

Original overhead transparency

As shown in the original overhead transparency at the left,

- **a different pattern in each bar** unnecessarily emphasizes certain bars, complicating the chart and confusing its meaning
- **small type** is difficult to read



Customers are the happiest with Division F

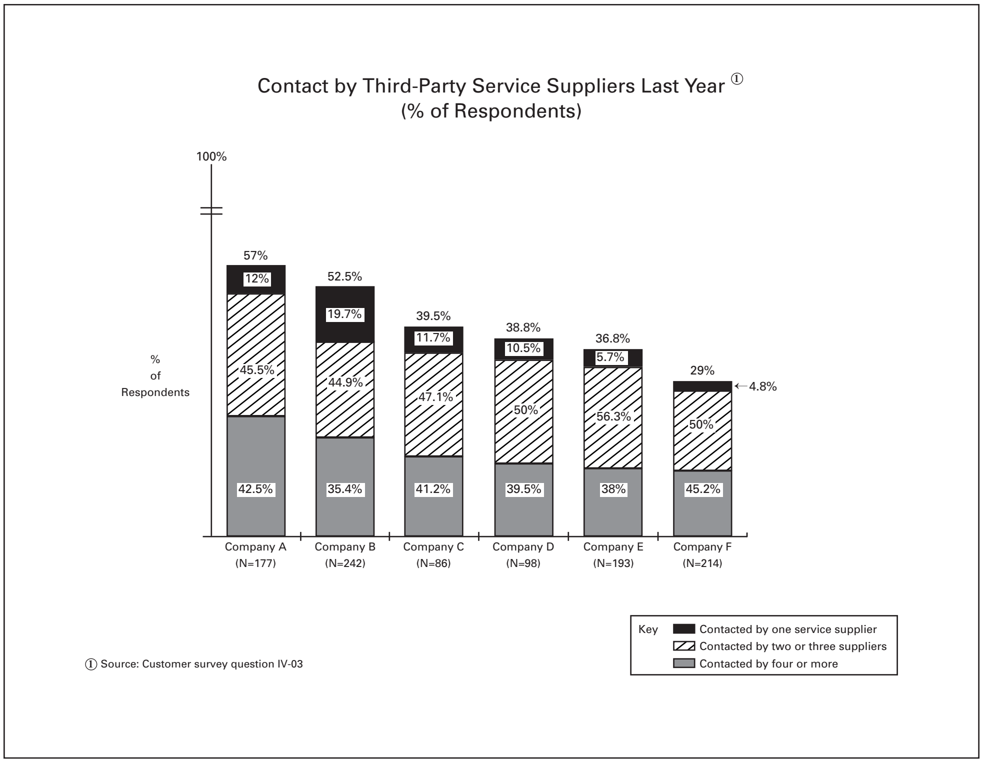
Division performance by modality
(Percentage of customers who rate division's service cost as good)

Redesign with Univers 68 and 55

Compared to the chart above, the example at the left shows that

- **the same color in all the bars** makes it easier to compare lengths and avoids undue emphasis on particular bars
- **marks at 10 percent increments in all the bars** facilitate comparison
- **large type** is easier to read

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.

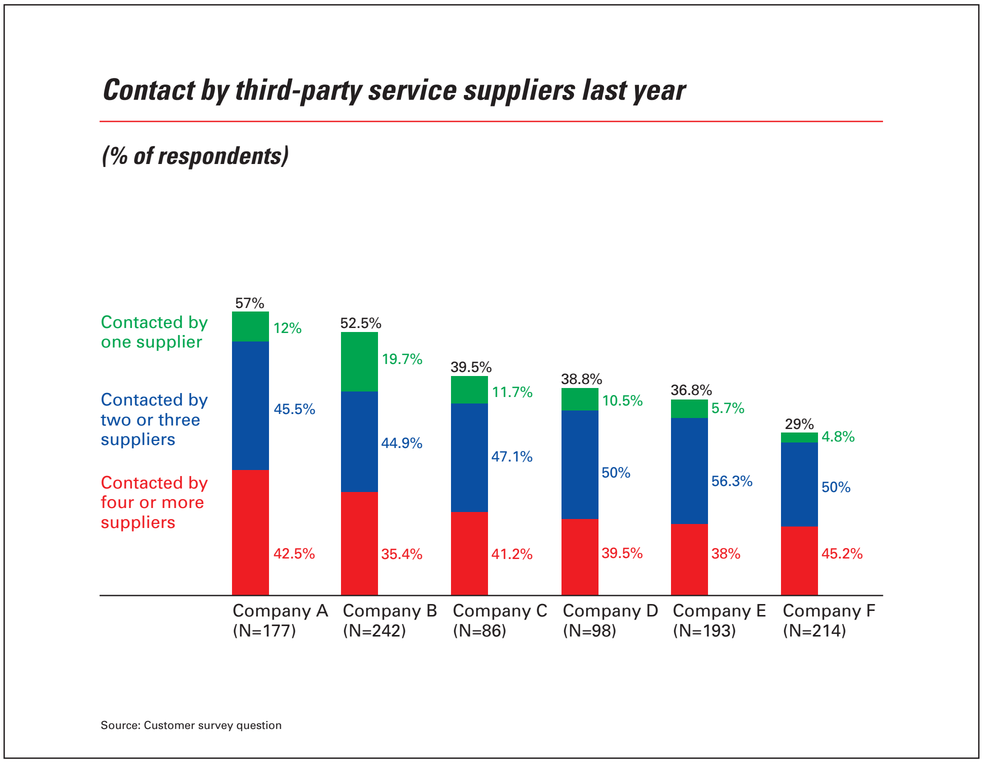


① Source: Customer survey question IV-03

Original print presentation

The multiple bar chart in the original print presentation at the left uses the following unnecessary elements:

- distracting screens
- legend
- white box labels for bar parts



Source: Customer survey question

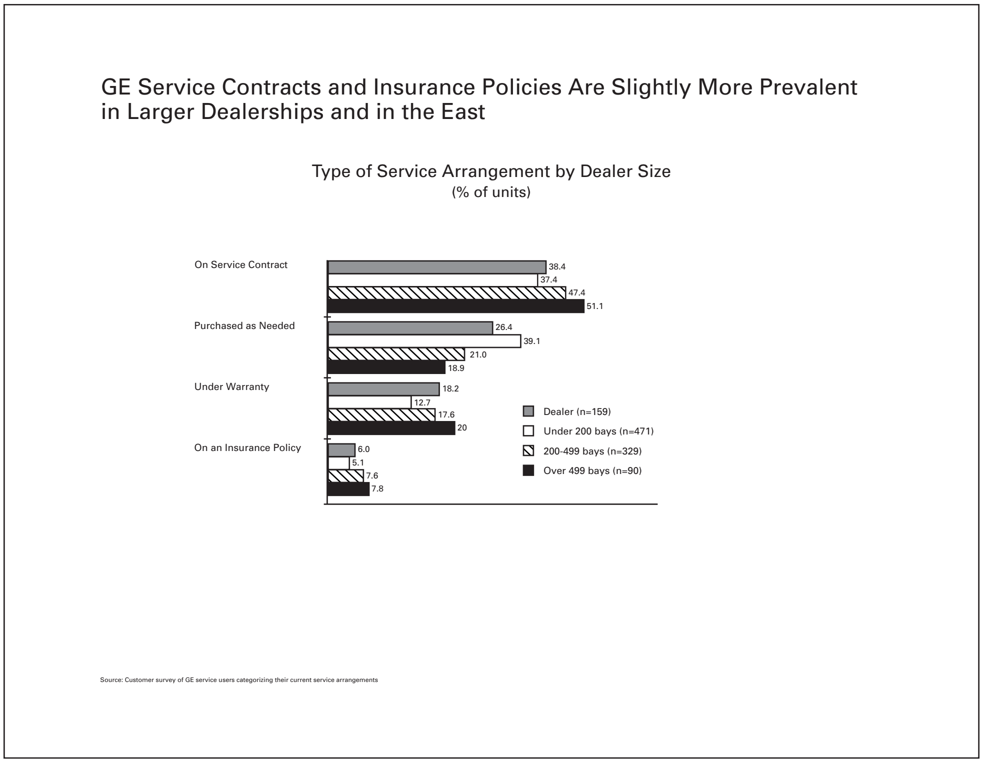
Redesign with Univers 68 and 55

Compared to the chart above, the example at the left shows that

- **colors** can differentiate the bar parts without the visual distraction of coarse screens
- **bar part labels,** displayed in a large size to the left of the first bar and colored the same as each bar part, eliminate the legend and are easier to read
- **bar part percentages,** displayed in a large size to the right of each bar, are easier to read
- **the vertical line indicating 100 percent** can be eliminated since no scale is required

continued

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



GE Service Contracts and Insurance Policies Are Slightly More Prevalent in Larger Dealerships and in the East

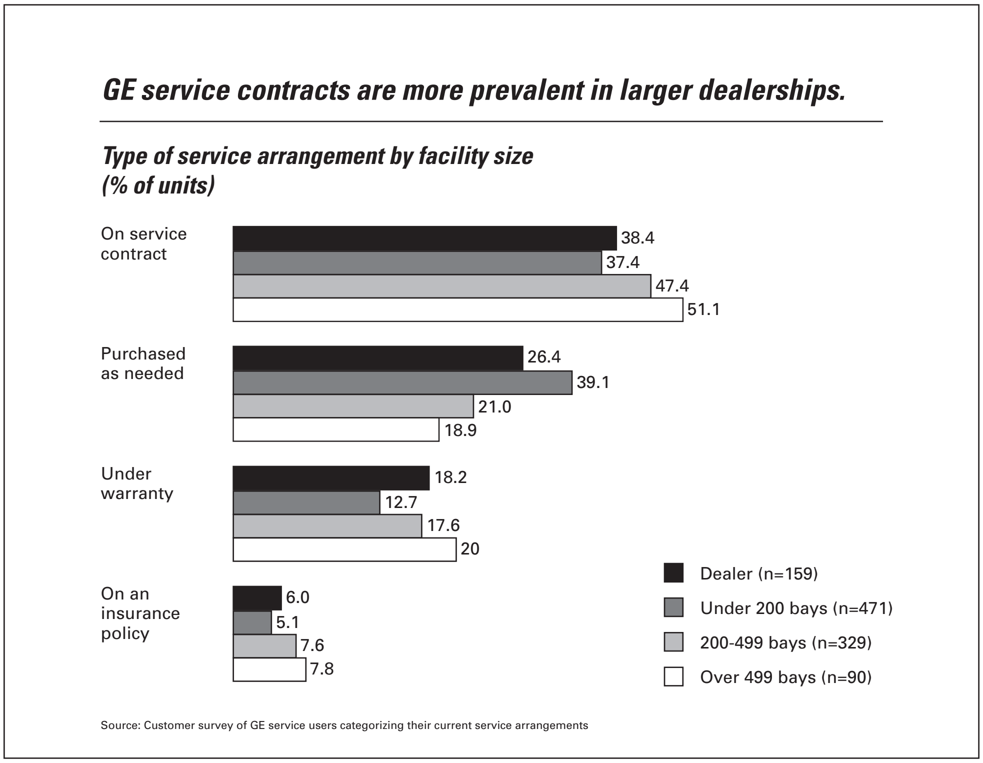
Type of Service Arrangement by Dealer Size
(% of units)

Source: Customer survey of GE service users categorizing their current service arrangements

Original print presentation

As shown in the original print presentation at the left,

- **the four charts are confused as one** when they are
  - *placed* close together
  - *joined* by the vertical baseline
- **the coarse patterns** distract the eye, fragment the charts, and contribute to the misperception that only one chart is displayed
- **the small type** is difficult to read and will not project well



GE service contracts are more prevalent in larger dealerships.

Type of service arrangement by facility size (% of units)

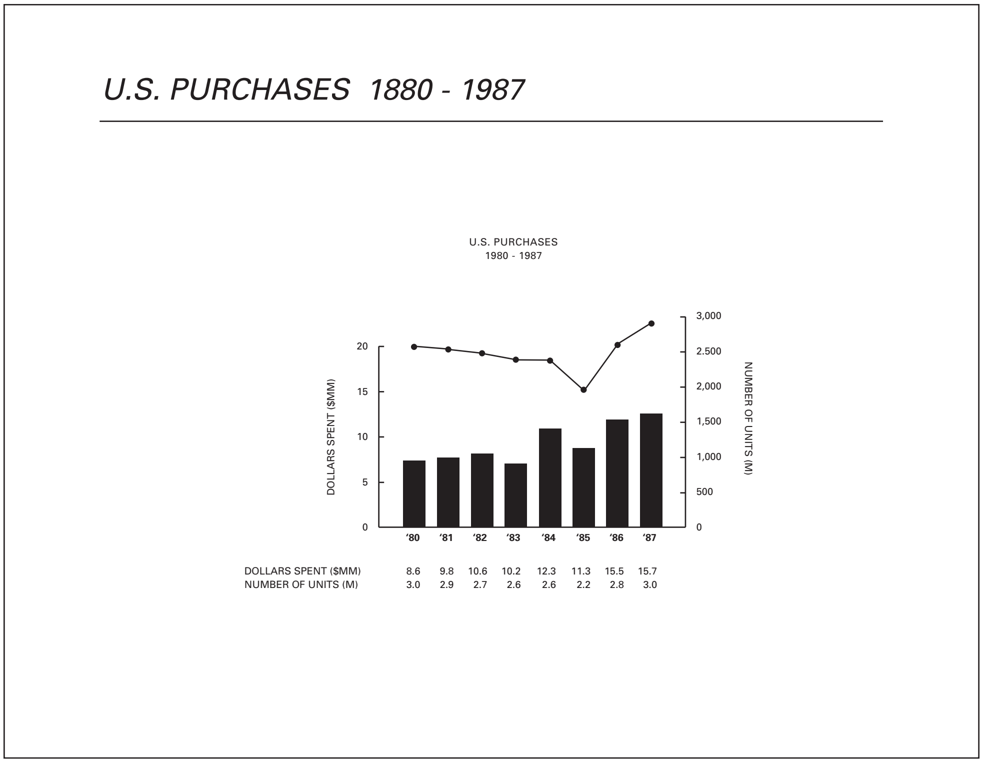
Source: Customer survey of GE service users categorizing their current service arrangements

Redesign with Univers 68 and 55

Compared to the chart above, the example at the left shows that

- **the four charts are made to appear separate and distinct** by
  - *separating* each with a space equal to the bar height
  - *repeating an even progression of tones* (from black through medium grey, light grey, and white) in the four bars of each chart
  - *omitting* the vertical baseline
- **the fine screens of black,** used to make the shades of grey in the bars, eliminate the visual distraction of coarse screen patterns
- **the large type** is easier to read and will project well

Examples are reductions of 11 x 8 $^1/_2$ - inch formats.



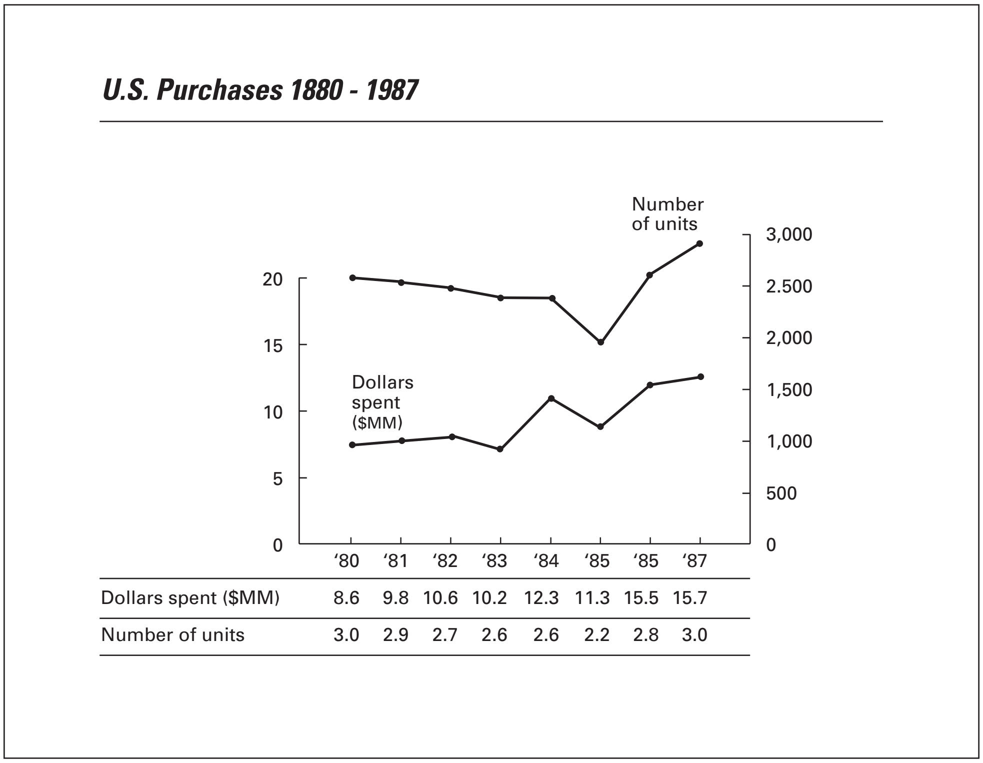
U.S. PURCHASES 1880 - 1987

DOLLARS SPENT ($MM)	8.6	9.8	10.6	10.2	12.3	11.3	15.5	15.7
NUMBER OF UNITS (M)	3.0	2.9	2.7	2.6	2.6	2.2	2.8	3.0

Original print presentation

Although clear to its creator, a chart may still confuse others. After examining the example at the left, these questions remain:

- **What do the bars and plot line represent?** One must represent the number of dollars and the other must represent the number of units, but which is which?
- **Why are the headline and subhead identical?** Is this a careless error? Are there other such errors in this presentation? Are any of the figures incorrect?
- **Why is the type so difficult to read?** What does that itsy-bitsy type along the bottom say? Does this chart actually reveal something the presenter wishes to hide?



U.S. Purchases 1880 - 1987

Dollars spent ($MM)	8.6	9.8	10.6	10.2	12.3	11.3	15.5	15.7
Number of units	3.0	2.9	2.7	2.6	2.6	2.2	2.8	3.0

Redesign with Univers 68 and 55

As shown in the example at the left, the confusion in the chart above is clarified by

- **using plot lines** for both scales
- **labeling** each plot line
- **eliminating redundancy** between the headline and subhead by omitting the latter
- **enlarging the entire chart** so the type is easy to read
- **placing close together** the annual data displayed below the chart and the dates displayed at the bottom of the chart

Employee Communications

Newsletters **251**

Employee Identification **252**

Recruitment Advertising

(See document 242 in Marketing Communications)

Newsletters

These standards apply to the internal and external newsletters used by the Company and its

- components
- subcomponents
- licensed affiliates

These standards provide a plan for featuring the elements of the GE identity program consistently and prominently in newsletter mastheads. In addition, they help to

- **simplify and clarify** information by standardizing its presentation
- **streamline and modernize** newsletters by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
- **unify** the newsletters of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **create synergy** in newsletters through the consistent use of typography
- **communicate specific attributes** of high technology, dynamism, and innovation
- **provide flexibility** to accommodate different kinds of information and communication needs
- **reduce cost** through the use of common design standards

Newsletters

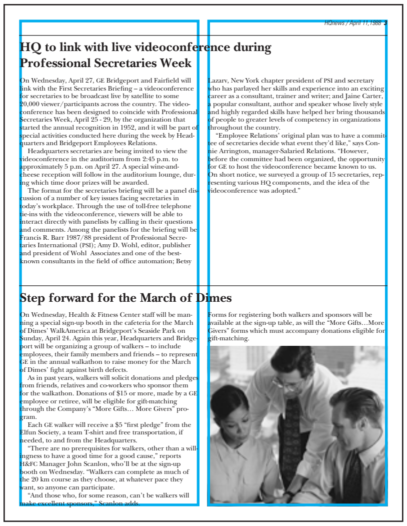
Contents

Grids **251**.02
Mastheads **251**.04
Page Layouts **251**.06
Headlines & Subheads **251**.07
Text **251**.08
Back Pages **251**.09
Typewritten Newsletters **251**.10

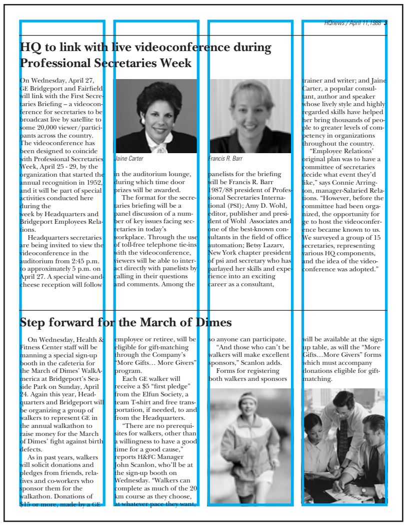
A grid, the underlying structure used to organize graphic and typographic elements in a layout, establishes order and consistency in the placement of photographs, illustrations, text, headlines, captions, folios, and any other element in a layout.

When designing a newsletter, use the same grid for the cover and the inside pages. A single grid helps unify and strengthen the overall appearance of the newsletter, even though the content of each page is different.

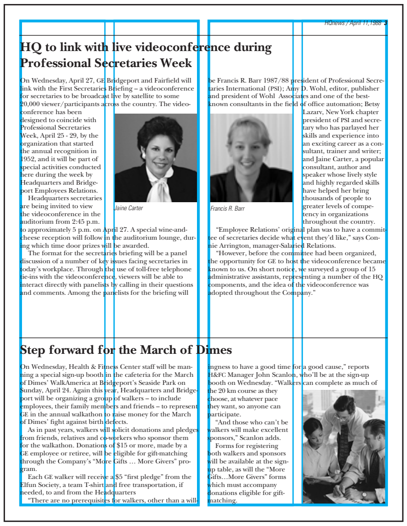
continued



2-column grid



4-column grid

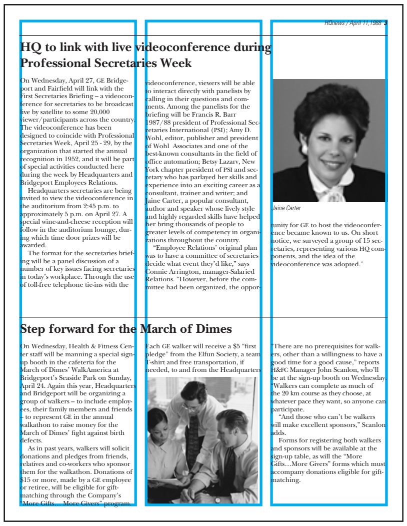


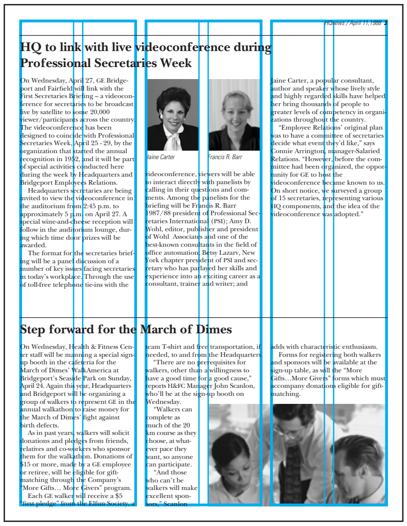
2- and 4-column grid

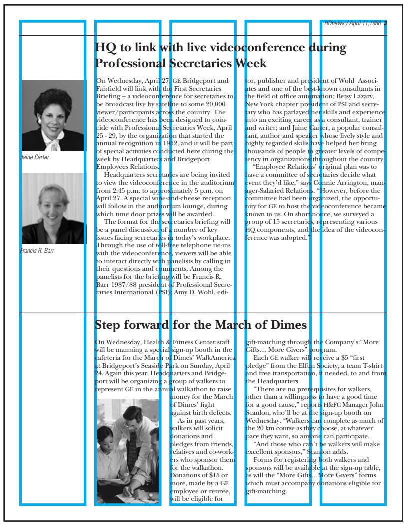
Different grids serve different purposes. *Document* ***251***, Newsletters, *uses five columns, which helps establish asymmetry, a fundamental layout concept used in all GE Identity Program applications, and devotes one column to clear space and featured elements. For newsletters, two- and three-column grids are also appropriate.*

An asymmetrical layout with generous clear space helps make GE newsletters inviting and easy to read. Because of their odd number of columns, both the three- and five-column grid establish asymmetry.

Generous clear space can be created using the three- and five-column grids by restricting the left column to a small amount of featured information: for example, circulation restrictions, issue data, captions, issue highlights, subheads, and photographs or illustrations.


3-column grid


3- and 6-column grid


5-column grid

As the name of the newsletter, the masthead is the dominant element on the first page. It provides a consistent visual identity from issue to issue.

The first step in creating a GE newsletter masthead is to place the signature Monogram* in the upper-left corner of the page. There is no required size, but a minimum of 60-point GE Logo Font* ($3\frac{3}{4}$ picas in diameter) is recommended. It should be aligned at the left and top margins of the grid.

Next, typeset the newsletter name in Univers 68 and, if needed, Univers 48, and place it to the right of the signature Monogram. The newsletter name is usually set in capital and lowercase letters.

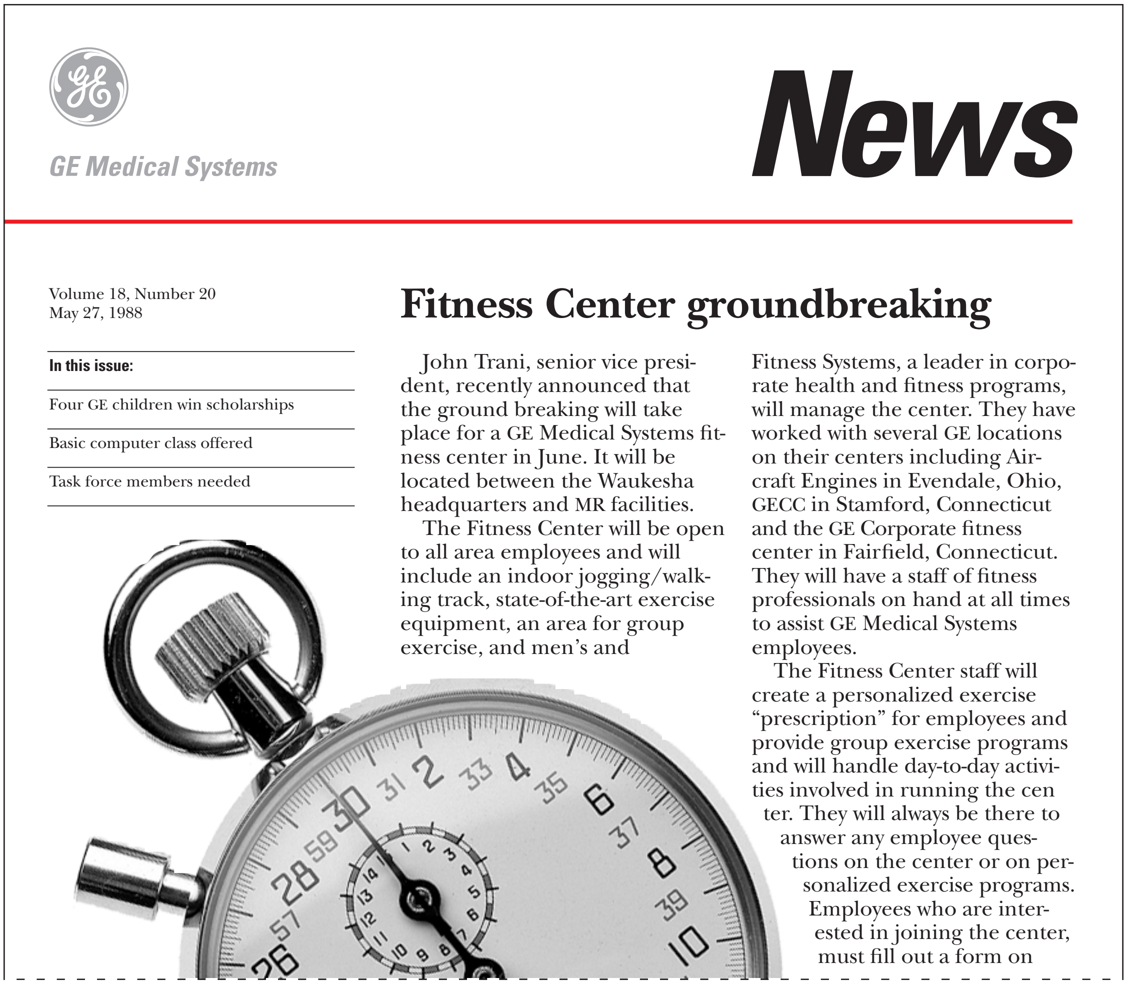
Other information, such as the communicative name of a component, may appear in the masthead and should be typeset in Univers 68.

Note: Do not use the Dynamic Monogram, other logotypes or symbols (except the signature Monogram), or other images in the masthead. No other symbol should fight the Monogram for attention.

Use a fine line to underscore the signature Monogram and newsletter name. Whenever possible, bleed the line left off the page. If this is not possible, begin the line flush with the left edge of the Monogram. In either case, extend the line to the end of the masthead name.

All masthead elements should align on the grid.

continued



GE Medical Systems

News

Volume 18, Number 20
May 27, 1988

In this issue:

- Four GE children win scholarships
- Basic computer class offered
- Task force members needed

Fitness Center groundbreaking

John Trani, senior vice president, recently announced that the ground breaking will take place for a GE Medical Systems fitness center in June. It will be located between the Waukesha headquarters and MR facilities.

The Fitness Center will be open to all area employees and will include an indoor jogging/walking track, state-of-the-art exercise equipment, an area for group exercise, and men's and Fitness Systems, a leader in corporate health and fitness programs, will manage the center. They have worked with several GE locations on their centers including Aircraft Engines in Evendale, Ohio, GECC in Stamford, Connecticut and the GE Corporate fitness center in Fairfield, Connecticut. They will have a staff of fitness professionals on hand at all times to assist GE Medical Systems employees.

The Fitness Center staff will create a personalized exercise "prescription" for employees and provide group exercise programs and will handle day-to-day activities involved in running the center. They will always be there to answer any employee questions on the center or on personalized exercise programs. Employees who are interested in joining the center, must fill out a form on

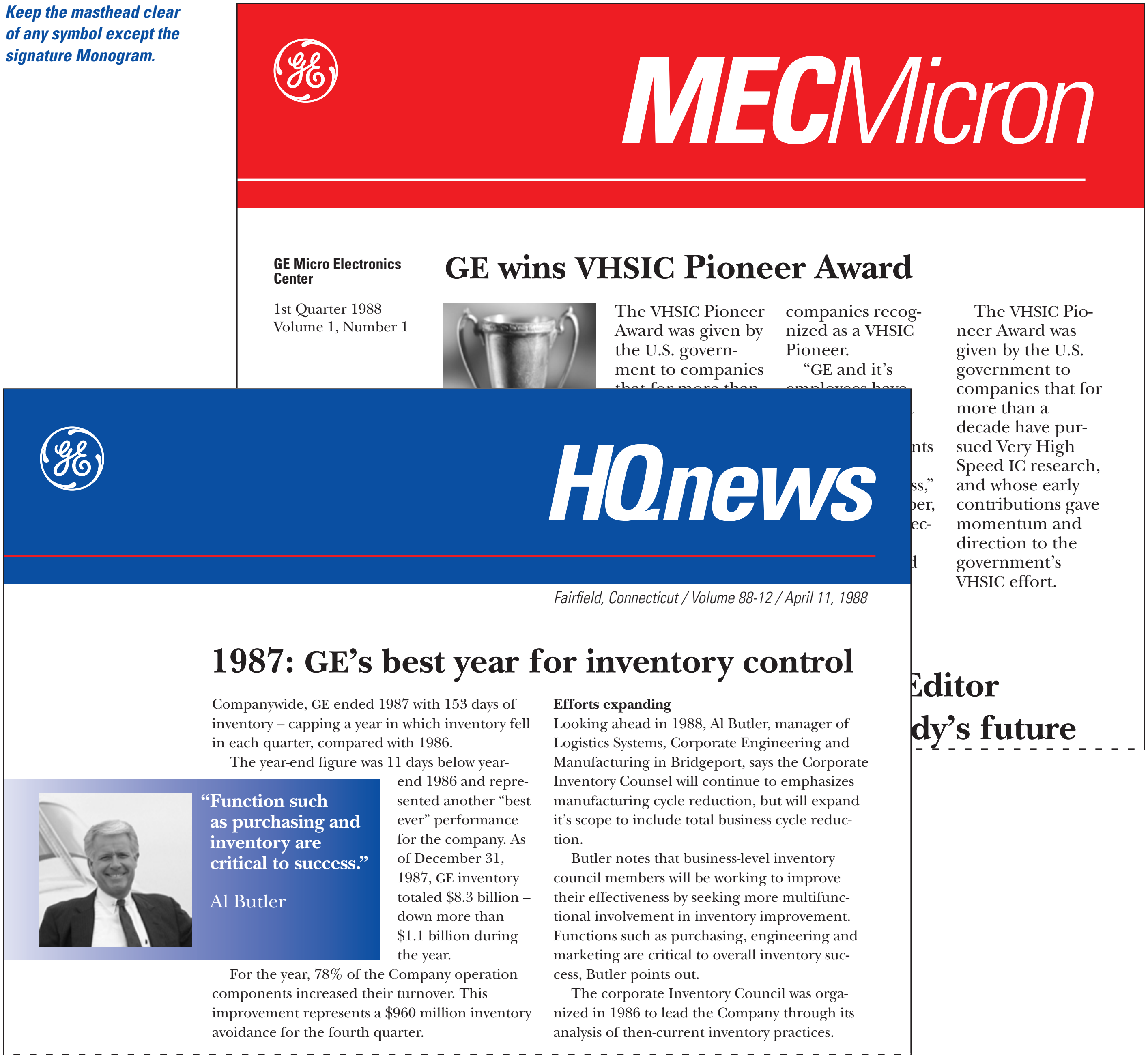
Examples are shown at a reduced size.

* **GE Logo Font,** a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.

To add a sense of individually, use color in the masthead. Use any appropriate color, including those from the GE color palettes, in a band that bleeds off the left, top, and right edges of the cover. The signature Monogram, masthead name, line, and any other typographic elements in the masthead should be reversed in white or overprinted in black, whichever provides stronger contrast to the selected color. If a second color is available, the line may be reproduced in Laser Red. Note: No other color may be used in the line.

Newsletters printed on colored stock should not use a color in the masthead. Instead, use black in the masthead elements or reverse them from a black band, bled off the top, left, and right edges.

Keep the masthead clear of any symbol except the signature Monogram.



MECMicron

GE Micro Electronics Center

1st Quarter 1988
Volume 1, Number 1

GE wins VHSIC Pioneer Award

The VHSIC Pioneer Award was given by the U.S. government to companies that for more than

companies recognized as a VHSIC Pioneer.

"GE and it's

The VHSIC Pioneer Award was given by the U.S. government to companies that for more than a decade have pursued Very High Speed IC research, and whose early contributions gave momentum and direction to the government's VHSIC effort.

Editor

dy's future

HQnews

Fairfield, Connecticut / Volume 88-12 / April 11, 1988

1987: GE's best year for inventory control

Companywide, GE ended 1987 with 153 days of inventory – capping a year in which inventory fell in each quarter, compared with 1986.

The year-end figure was 11 days below year-end 1986 and represented another "best ever" performance for the company. As of December 31, 1987, GE inventory totaled $8.3 billion – down more than $1.1 billion during the year.

For the year, 78% of the Company operation components increased their turnover. This improvement represents a $960 million inventory avoidance for the fourth quarter.

"Function such as purchasing and inventory are critical to success."

Al Butler

Efforts expanding

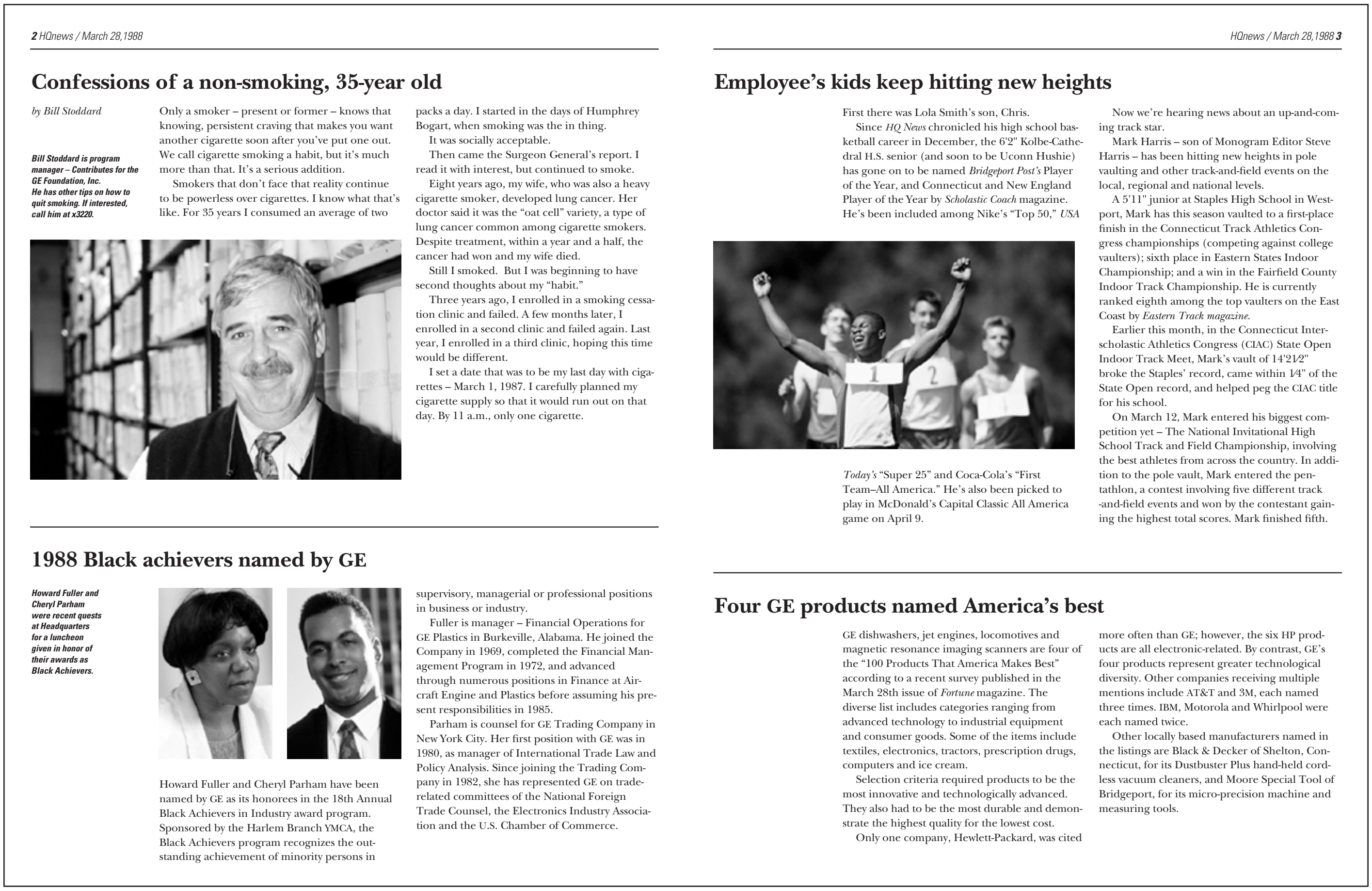
Looking ahead in 1988, Al Butler, manager of Logistics Systems, Corporate Engineering and Manufacturing in Bridgeport, says the Corporate Inventory Counsel will continue to emphasizes manufacturing cycle reduction, but will expand it's scope to include total business cycle reduction.

Butler notes that business-level inventory council members will be working to improve their effectiveness by seeking more multifunctional involvement in inventory improvement. Functions such as purchasing, engineering and marketing are critical to overall inventory success, Butler points out.

The corporate Inventory Council was organized in 1986 to lead the Company through its analysis of then-current inventory practices.

Examples are shown at a reduced size.

Once the grid has been selected and the masthead designed, you can begin to lay out the newsletter. Determine how many articles, photographs, and illustrations are to be included. Then estimate the placement of the articles and their artwork on the grid by considering their relative importance and visual interest.



2 *HQnews / March 28,1988*

Confessions of a non-smoking, 35-year old

by Bill Stoddard

Bill Stoddard is program manager – Contributes for the GE Foundation, Inc. He has other tips on how to quit smoking. If interested, call him at x3220.

Only a smoker – present or former – knows that knowing, persistent craving that makes you want another cigarette soon after you've put one out. We call cigarette smoking a habit, but it's much more than that. It's a serious addition.

Smokers that don't face that reality continue to be powerless over cigarettes. I know what that's like. For 35 years I consumed an average of two packs a day. I started in the days of Humphrey Bogart, when smoking was the in thing.

It was socially acceptable.

Then came the Surgeon General's report. I read it with interest, but continued to smoke.

Eight years ago, my wife, who was also a heavy cigarette smoker, developed lung cancer. Her doctor said it was the "oat cell" variety, a type of lung cancer common among cigarette smokers. Despite treatment, within a year and a half, the cancer had won and my wife died.

Still I smoked. But I was beginning to have second thoughts about my "habit."

Three years ago, I enrolled in a smoking cessation clinic and failed. A few months later, I enrolled in a second clinic and failed again. Last year, I enrolled in a third clinic, hoping this time would be different.

I set a date that was to be my last day with cigarettes – March 1, 1987. I carefully planned my cigarette supply so that it would run out on that day. By 11 a.m., only one cigarette.

1988 Black achievers named by GE

Howard Fuller and Cheryl Parham were recent quests at Headquarters for a luncheon given in honor of their awards as Black Achievers.

Howard Fuller and Cheryl Parham have been named by GE as its honorees in the 18th Annual Black Achievers in Industry award program. Sponsored by the Harlem Branch YMCA, the Black Achievers program recognizes the outstanding achievement of minority persons in supervisory, managerial or professional positions in business or industry.

Fuller is manager – Financial Operations for GE Plastics in Burkeville, Alabama. He joined the Company in 1969, completed the Financial Management Program in 1972, and advanced through numerous positions in Finance at Aircraft Engine and Plastics before assuming his present responsibilities in 1985.

Parham is counsel for GE Trading Company in New York City. Her first position with GE was in 1980, as manager of International Trade Law and Policy Analysis. Since joining the Trading Company in 1982, she has represented GE on trade-related committees of the National Foreign Trade Counsel, the Electronics Industry Association and the U.S. Chamber of Commerce.

HQnews / March 28,1988 **3**

Employee's kids keep hitting new heights

First there was Lola Smith's son, Chris.

Since *HQ News* chronicled his high school basketball career in December, the 6'2" Kolbe-Cathedral H.S. senior (and soon to be Uconn Hushie) has gone on to be named *Bridgeport Post's* Player of the Year, and Connecticut and New England Player of the Year by *Scholastic Coach* magazine. He's been included among Nike's "Top 50," *USA Today's* "Super 25" and Coca-Cola's "First Team–All America." He's also been picked to play in McDonald's Capital Classic All America game on April 9.

Now we're hearing news about an up-and-coming track star.

Mark Harris – son of Monogram Editor Steve Harris – has been hitting new heights in pole vaulting and other track-and-field events on the local, regional and national levels.

A 5'11" junior at Staples High School in Westport, Mark has this season vaulted to a first-place finish in the Connecticut Track Athletics Congress championships (competing against college vaulters); sixth place in Eastern States Indoor Championship; and a win in the Fairfield County Indoor Track Championship. He is currently ranked eighth among the top vaulters on the East Coast by *Eastern Track magazine.*

Earlier this month, in the Connecticut Interscholastic Athletics Congress (CIAC) State Open Indoor Track Meet, Mark's vault of 14'2½" broke the Staples' record, came within ¼" of the State Open record, and helped peg the CIAC title for his school.

On March 12, Mark entered his biggest competition yet – The National Invitational High School Track and Field Championship, involving the best athletes from across the country. In addition to the pole vault, Mark entered the pentathlon, a contest involving five different track -and-field events and won by the contestant gaining the highest total scores. Mark finished fifth.

Four GE products named America's best

GE dishwashers, jet engines, locomotives and magnetic resonance imaging scanners are four of the "100 Products That America Makes Best" according to a recent survey published in the March 28th issue of *Fortune* magazine. The diverse list includes categories ranging from advanced technology to industrial equipment and consumer goods. Some of the items include textiles, electronics, tractors, prescription drugs, computers and ice cream.

Selection criteria required products to be the most innovative and technologically advanced. They also had to be the most durable and demonstrate the highest quality for the lowest cost.

Only one company, Hewlett-Packard, was cited more often than GE; however, the six HP products are all electronic-related. By contrast, GE's four products represent greater technological diversity. Other companies receiving multiple mentions include AT&T and 3M, each named three times. IBM, Motorola and Whirlpool were each named twice.

Other locally based manufacturers named in the listings are Black & Decker of Shelton, Connecticut, for its Dustbuster Plus hand-held cordless vacuum cleaners, and Moore Special Tool of Bridgeport, for its micro-precision machine and measuring tools.

Examples are shown at a reduced size.

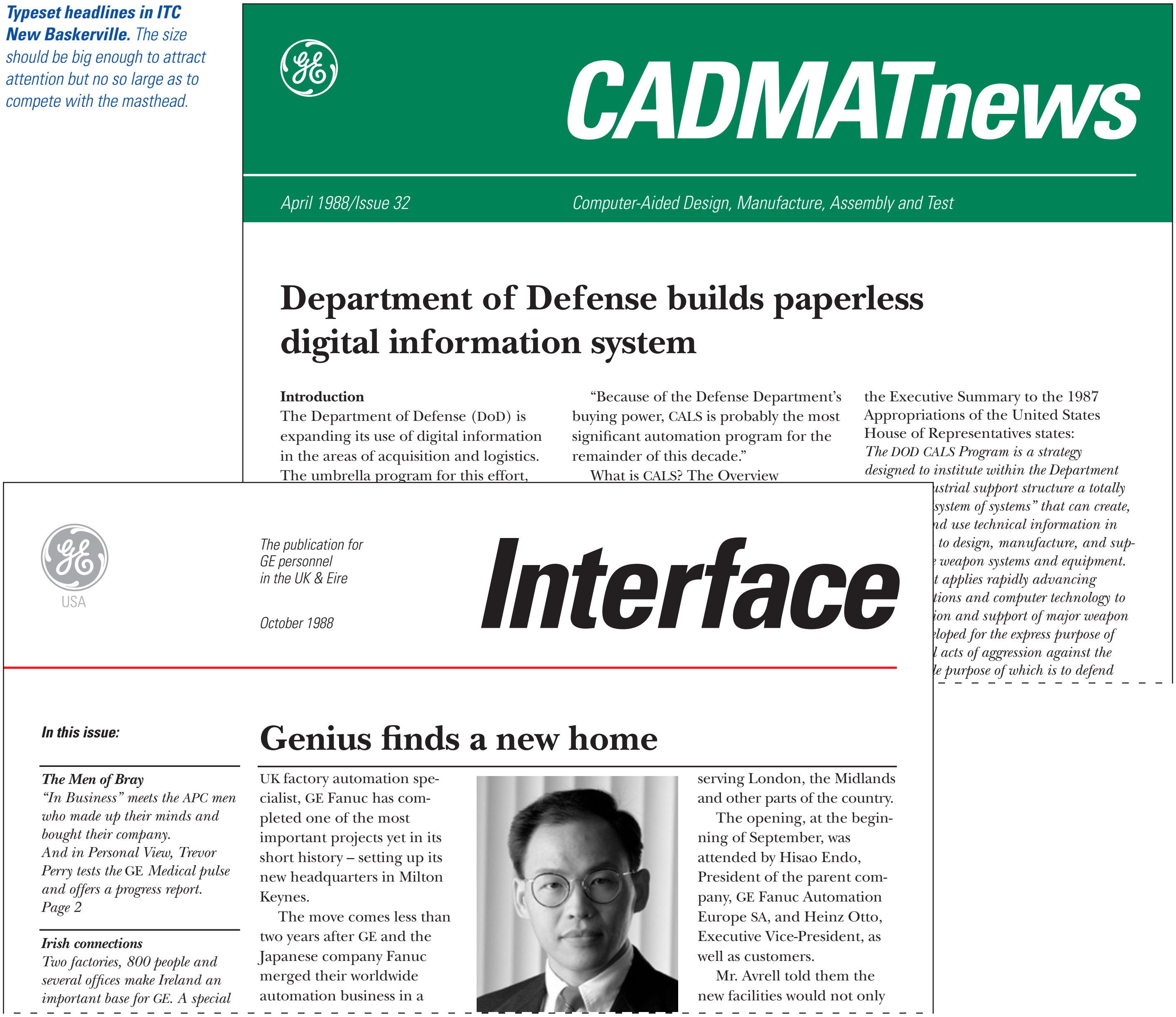
Headlines help determine the appearance of a newsletter. They must be large enough to be read easily but not so large that they are overpowering. For all GE newsletters, use ITC New Baskerville in upper- and lowercase for headlines and text.

Subheads, usually in a bolder typeface than the body copy, can guide readers through long blocks of text or direct them to relevant information.

Use subheads when an important new topic is introduced, but use them sparingly. Too many subheads compete with each other and create a cluttered newsletter.

Subheads, captions, page numbers, and similar typographic elements may be set in ITC New Baskerville or Univers. Do not use more than three type sizes and two styles in any one publication.

Typeset headlines in ITC New Baskerville. *The size should be big enough to attract attention but no so large as to compete with the masthead.*



CADMATnews

April 1988/Issue 32

Computer-Aided Design, Manufacture, Assembly and Test

Department of Defense builds paperless digital information system

Introduction

The Department of Defense (DoD) is expanding its use of digital information in the areas of acquisition and logistics. The umbrella program for this effort,

"Because of the Defense Department's buying power, CALS is probably the most significant automation program for the remainder of this decade."

What is CALS? The Overview

the Executive Summary to the 1987 Appropriations of the United States House of Representatives states:

The DOD CALS Program is a strategy designed to institute within the Department
ustrial support structure a totally
system of systems" that can create,
nd use technical information in
to design, manufacture, and sup-
weapon systems and equipment.
t applies rapidly advancing
tions and computer technology to
ion and support of major weapon
loped for the express purpose of
l acts of aggression against the
le purpose of which is to defend

USA

The publication for
GE personnel
in the UK & Eire

October 1988

Interface

In this issue:

The Men of Bray
"In Business" meets the APC men who made up their minds and bought their company.
And in Personal View, Trevor Perry tests the GE Medical pulse and offers a progress report.
Page 2

Irish connections
Two factories, 800 people and several offices make Ireland an important base for GE. A special

Genius finds a new home

UK factory automation specialist, GE Fanuc has completed one of the most important projects yet in its short history – setting up its new headquarters in Milton Keynes.

The move comes less than two years after GE and the Japanese company Fanuc merged their worldwide automation business in a

serving London, the Midlands and other parts of the country.

The opening, at the beginning of September, was attended by Hisao Endo, President of the parent company, GE Fanuc Automation Europe SA, and Heinz Otto, Executive Vice-President, as well as customers.

Mr. Avrell told them the new facilities would not only

Examples are shown at a reduced size.

Text may be justified or unjustified.

Justified text, in which all lines are the same length, is achieved by hyphenating words and varying word spacing. Justified text provides a rigidly formal appearance. Narrow columns of text should not be justified because the required wide variation in word spacing interferes with legibility.

Unjustified text, characterized by irregular line endings at the right margin, creates an inviting, informal, and easy-to-read publication. Words are separated by equal amounts of space, and fewer words are hyphenated.

Linespacing (also known as *leading*), the measurement between the baselines of type, may be adjusted to refine the appearance of a publication. Proper leading ensures, at the minimum, that the bottoms of the letters in one line do not touch the tops of the letters in the next line. Leading should be consistent throughout a newsletter.

Avoid pages containing nothing but text. Use elements such as subheads, illustrations, photographs, clear space, or highlighted quotations to make a layout inviting. Charts, tables, and maps add visual interest and help readers understand the content.

Justifying narrow columns of text causes irregular word spacing.

Unjustified (flush left)

The goal of typography is for the eye
to flow easily across and down lines
of type. Avoid gaps and irregular
word spacing caused by justifying
short lines, or lines so long that the
eye loses its place when it returns to
the beginning of the next line.

The goal of
typography is for
the eye to flow
easily across and
down lines of
type. Avoid gaps
and irregular
word spacing by

Justified

The goal of typography is for the eye
to flow easily across and down lines
of type. Avoid gaps and irregular
word spacing caused by justifying
short lines, or lines so long that the
eye loses its place when it returns to
the beginning of the next line.

The goal of
typography is for
the eye to flow
easily across and
down lines of
type. Avoid gaps
and irregular
word spacing by

Line spacing (leading) should be adjusted so lines are neither so close nor so far apart that legibility is compromised. *At the least, the space between lines should appear larger than the space between words. Normally, a minimum of 1 point of leading is required for good legibility.*

Too little leading

The goal of typography is for the eye
to flow easily across and down lines
of type. Avoid gaps and irregular
word spacing caused by justifying
short lines, or lines so long that the
eye loses its place when it returns to
the beginning of the next line.

Too much leading

The goal of typography is for the eye

to flow easily across and down lines

of type. Avoid gaps and irregular

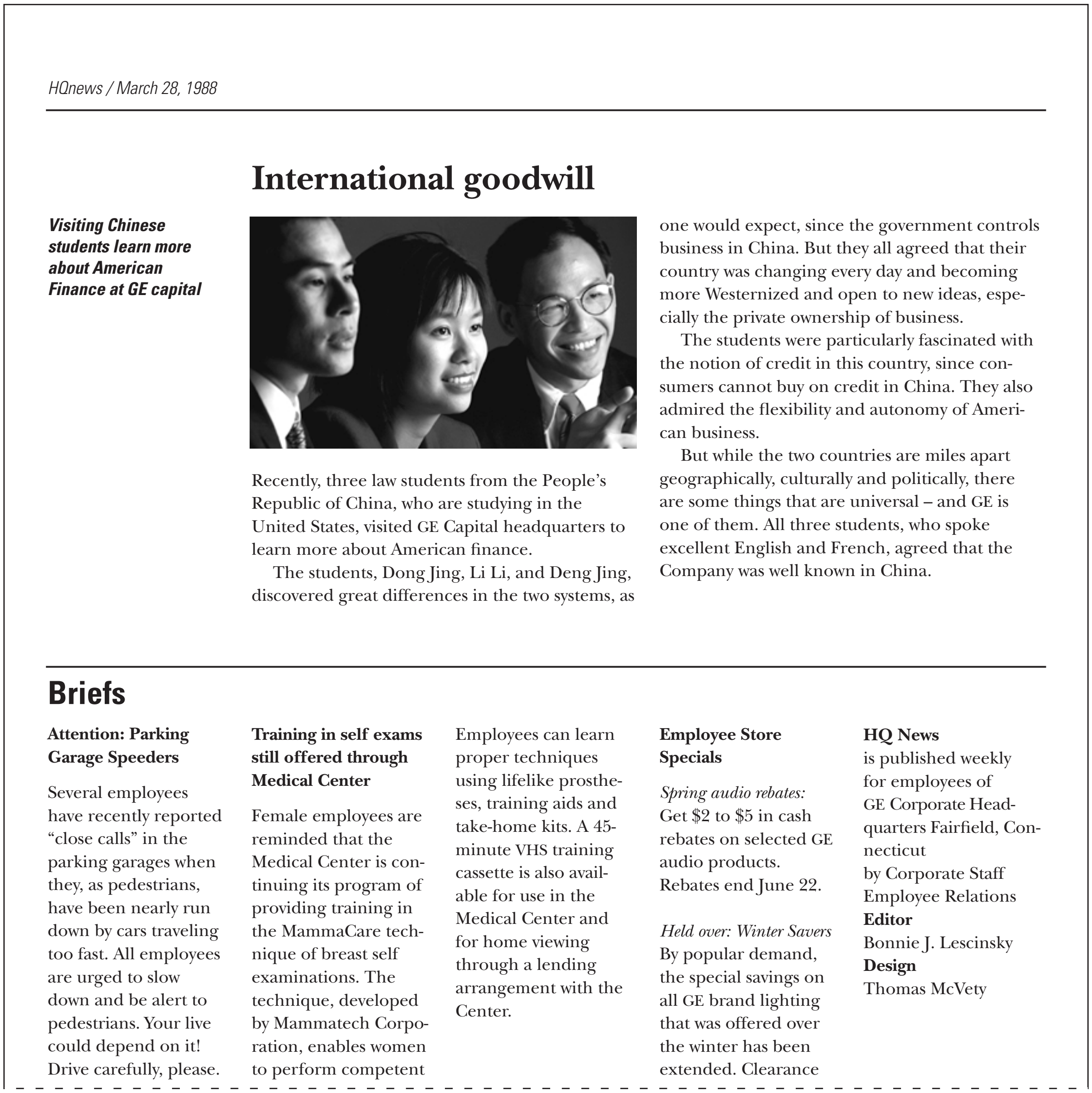
word spacing caused by justifying

short lines, or lines so long that the

eye loses its place when it returns to

the beginning of the next line.

The design of the back page is as important as that of the first page. The back cover can become the cover when the newsletter is lying on a desk. Thus, it is important to carry important stories on the back page and make the layout as inviting as possible.



HQnews / March 28, 1988

International goodwill

Visiting Chinese students learn more about American Finance at GE capital

Recently, three law students from the People's Republic of China, who are studying in the United States, visited GE Capital headquarters to learn more about American finance.

The students, Dong Jing, Li Li, and Deng Jing, discovered great differences in the two systems, as one would expect, since the government controls business in China. But they all agreed that their country was changing every day and becoming more Westernized and open to new ideas, especially the private ownership of business.

The students were particularly fascinated with the notion of credit in this country, since consumers cannot buy on credit in China. They also admired the flexibility and autonomy of American business.

But while the two countries are miles apart geographically, culturally and politically, there are some things that are universal – and GE is one of them. All three students, who spoke excellent English and French, agreed that the Company was well known in China.

Briefs

Attention: Parking Garage Speeders

Several employees have recently reported "close calls" in the parking garages when they, as pedestrians, have been nearly run down by cars traveling too fast. All employees are urged to slow down and be alert to pedestrians. Your live could depend on it! Drive carefully, please.

Training in self exams still offered through Medical Center

Female employees are reminded that the Medical Center is continuing its program of providing training in the MammaCare technique of breast self examinations. The technique, developed by Mammatech Corporation, enables women to perform competent

Employees can learn proper techniques using lifelike prostheses, training aids and take-home kits. A 45-minute VHS training cassette is also available for use in the Medical Center and for home viewing through a lending arrangement with the Center.

Employee Store Specials

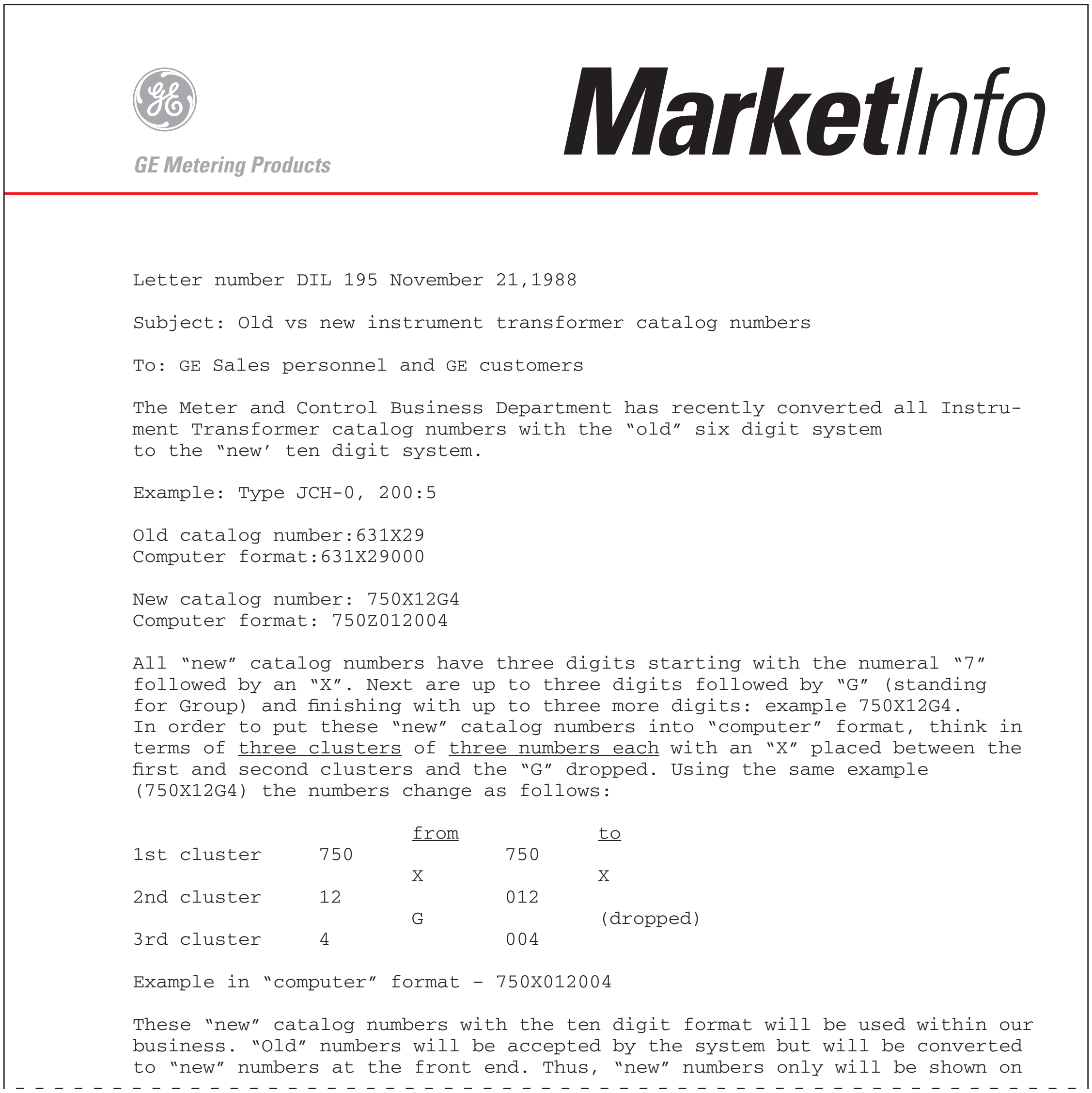
Spring audio rebates:
Get $2 to $5 in cash rebates on selected GE audio products. Rebates end June 22.

Held over: Winter Savers
By popular demand, the special savings on all GE brand lighting that was offered over the winter has been extended. Clearance

HQ News
is published weekly for employees of GE Corporate Headquarters Fairfield, Connecticut
by Corporate Staff Employee Relations
Editor
Bonnie J. Lescinsky
Design
Thomas McVety

Examples are shown at a reduced size.

For newsletters prepared on a typewriter, follow the guidelines for newsletter mastheads on pages 04 and 05. Align the typewritten text with the signature Monogram at the left margin. Skip two or three lines to separate entries.



GE Metering Products

MarketInfo

Letter number DIL 195 November 21,1988

Subject: Old vs new instrument transformer catalog numbers

To: GE Sales personnel and GE customers

The Meter and Control Business Department has recently converted all Instrument Transformer catalog numbers with the “old” six digit system to the “new’ ten digit system.

Example: Type JCH-0, 200:5

Old catalog number:631X29
Computer format:631X29000

New catalog number: 750X12G4
Computer format: 750Z012004

All “new” catalog numbers have three digits starting with the numeral “7” followed by an “X”. Next are up to three digits followed by “G” (standing for Group) and finishing with up to three more digits: example 750X12G4. In order to put these “new” catalog numbers into “computer” format, think in terms of three clusters of three numbers each with an “X” placed between the first and second clusters and the “G” dropped. Using the same example (750X12G4) the numbers change as follows:

	from	to
1st cluster	750	750
	X	X
2nd cluster	12	012
	G	(dropped)
3rd cluster	4	004

Example in “computer” format – 750X012004

These “new” catalog numbers with the ten digit format will be used within our business. “Old” numbers will be accepted by the system but will be converted to “new” numbers at the front end. Thus, “new” numbers only will be shown on

Examples are shown at a reduced size.

Employee Identification

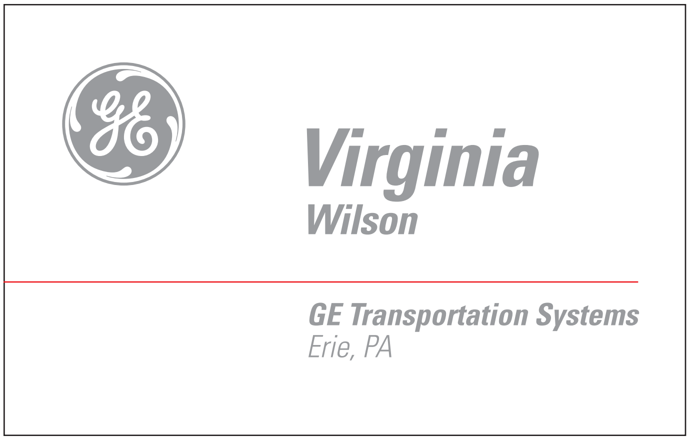
These standards apply to employee identification used by the Company and its
- components
- subcomponents
- licensed affiliates

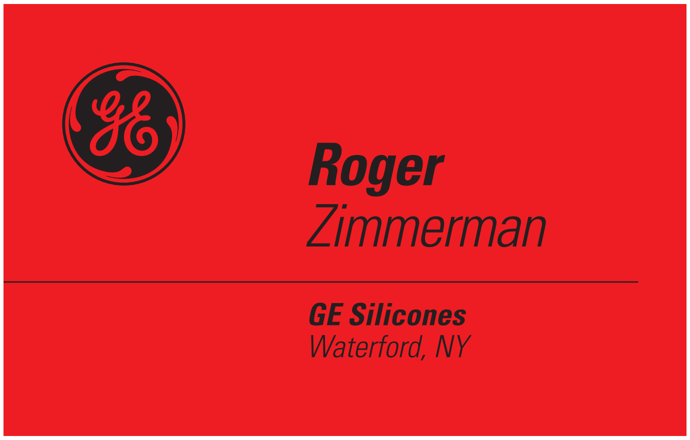
Contents

Name Tags **252**.01

Security Badges **252**.02

Uniform Patches **252**.03





When designing name tags, follow these general guidelines:

- **Use a graphic signature to contain the individual's name.** The individual's first name should appear large in Univers 68; the last name may be differentiated by using
  - a smaller capital height or
  - lighter type (Univers 48)

  Horizontally align the baseline of the first name with the base of the Monogram.* Capital and lowercase letters for both names are recommended.

  Note: Bleed the Laser Line left off the name tag format. When this is not possible, begin the Laser Line flush left with the left edge of the signature Monogram. To accommodate names of different lengths, end the Laser Line $\frac{1}{4}$ inch from the right margin on all name tags.

  For more information on graphic signatures, see document **131**, *Graphic Signatures*.

- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document **132**, *Color*. Color samples are available from the GE Identity Website or Hotline.

- **Use Univers 68 and, if needed, Univers 48** for other information appearing on the name tag such as
  - the communicative name of the component or affiliate (typeset in Univers 68)
  - the office location (if used with a communicative name, typeset in Univers 48 for differentiation)

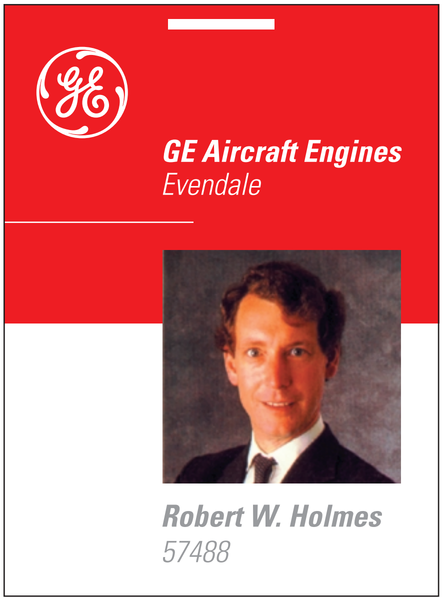
  Place this information below the Laser Line.

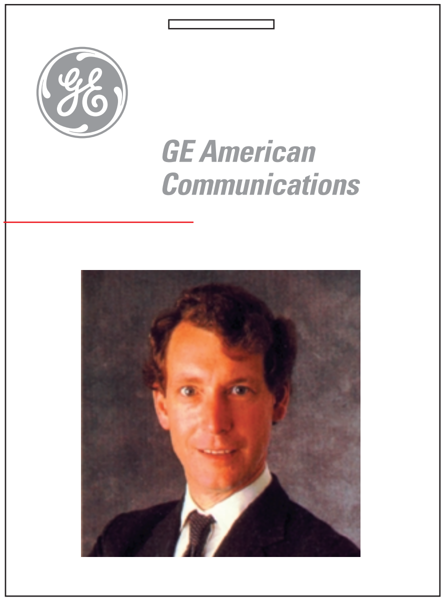
  The capital height of this information should be no larger than the capital height of the individual's last name; it may be smaller, if desired.

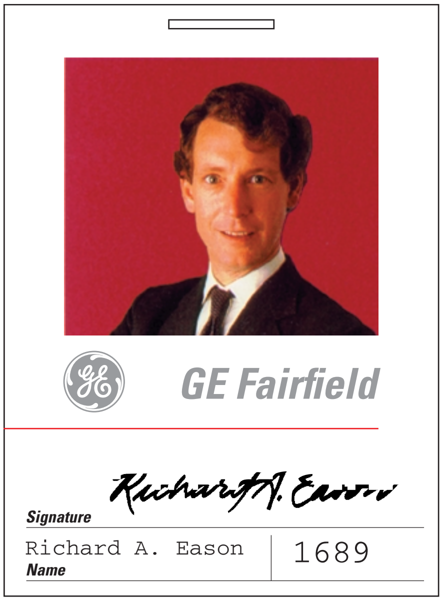
* **GE Logo Font,** a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms, is available to all GE employees and their suppliers from the GE Identity Website or Hotline.

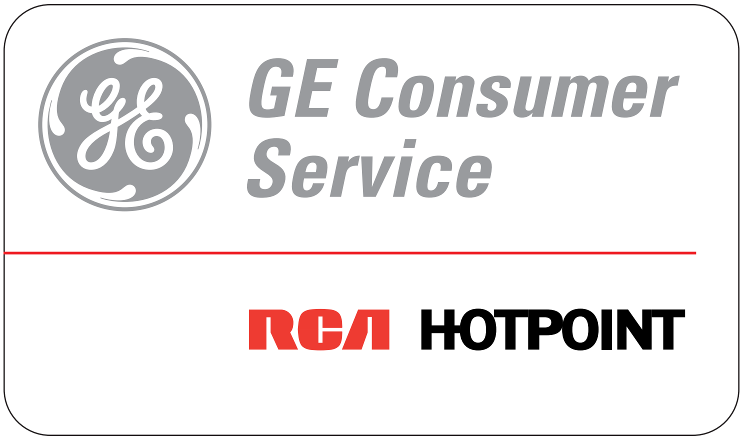
When designing security badges, follow these general guidelines:

- **Use a graphic signature** containing the communicative name of the component, affiliate, or location. When space is severely limited, one of the special signatures, as shown below right, may be used. For more information on the special signatures, see document **131**, *Graphic Signatures.*
- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document **132**, *Color.* Color Samples are available from the GE Identity Website or Hotline.
- **Use a sans serif letter style for all typeset or typewritten information appearing outside the graphic signature** on both the front and back of the badge, whenever possible. For more information on sans serif typefaces, see document **133**, *Typography.*
- **When selecting equipment to produce security badges,** evaluate the equipment for its capability to reproduce graphic signatures with accuracy and high quality. Some of these examples are produced on equipment that can reproduce security information on both the front and reverse sides of the badge, leaving the front side uncluttered in appearance. This clean, uncluttered appearance is desirable in security badges.
- **Do not use**
  - group, division, department, program, project, or other organizational logotypes or symbols
  - graphic elements such as decorative patterns, borders, or illustrations
- **For sources of reproduction materials,** see the footnote on page 01.









When designing uniform patches, follow these general guidelines:

- **Use a graphic signature** containing the communicative name of the component, affiliate, product, or service. For more information on graphic signatures, see document **131**, *Graphic Signatures*. Note: When the uniform patch is very small, one of the special signatures may be used. In this application, the special signature may contain a communicative name, as shown at the left.
- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document **132**, *Color*. Color samples are available from the GE Identity Website or Hotline.
- **Do not use**
  - group, division, department, program, project, or other organizational logotypes or symbols
  - secondary design marks or graphic elements such as decorative patterns or borders.
- **Primary word marks or design marks** (other than the signature Monogram) may be used, if desired. They should be
  - placed below the Laser Line
  - preferably reproduced in a color different from the signature typography
- **Any additional copy** should be placed below the Laser Line and set in Univers 68 or 48.
- **For sources of reproduction materials,** see the footnote on page 01.

Stationery for North American Components & Affiliates

These stationery standards apply to all components and licensed affiliates in North America.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company's audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company's organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE's commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help to

- **simplify and clarify** information by standardizing its presentation
- **streamline and modernize** the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
- **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation
- **unify** the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity

Stationery for North American Components & Affiliates

Contents

General Guidelines **261**.10

Copy Preparation **261**.11

Typesetting Specifications **261**.20

Layout & Specifications:

Standard Letterhead **261**.31
• with Brand Marks, a Slogan, or Certification **261**.34
• with Individual's Name **261**.36
Standard Second Sheet **261**.37
Monarch Letterhead **261**.38
Internal Letterhead **261**.39
News Release Letterhead **261**.40
News Bulletin Letterhead **261**.41

Standard Envelope **261**.51
• with Brand Marks or Certification **261**.53
• with Individual's Name **261**.54
Monarch Envelope **261**.55
Internal Envelope **261**.56
News Release Envelope **261**.57
Window Envelope **261**.58
Airmail Envelope **261**.59
Large Mailing Envelope **261**.60

Business Cards **261**.71

Mailing Label **261**.81

Note Pad

Alternative 1 **261**.82
Alternative 2 **261**.83

Standard & Executive Stationery
For several items shown on the following pages, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the

- paper stock
- reproduction method

Each component or affiliate decides which of its employees should use the executive version of stationery items.

Personalized Stationery
Letterheads and envelopes imprinted with an individual's name and, if desired, title are personalized stationery. Note: Personalization is not restricted to executive stationery.

Each component or affiliate decides which of its employees should use personalized stationery.

To save time and expense, take great care at each step in the process of preparing stationery:

- **Typewrite copy** for the typographer or printer neatly and correctly according to the guidelines on pages 11 and 12.
- **Include complete and accurate typesetting specifications and/or typesetting examples,** appearing on page 20, with all copy given to the typographer or printer. When the typesetting is returned by the supplier, check and double-check it for correct content and form.
- **Follow the layout and dimensions** given for each item on pages 31 to 83. Carefully check layouts prepared by an outside supplier against the dimensions in this document.

  Note: Layout drawings are shown at actual size except when noted.
- **Include paper stock, ink color, and reproduction specifications,** appearing on pages 31 to 83, with all camera-ready artwork. Attach to all artwork color samples for visual matching, available from the GE Identity Website or Hotline.
- **Before the printer undertakes a production run for any stationery item,** request a proof of the item and carefully check and double-check it.

Stationery Supplier

Relief Printing has been designated through GE's formal bid process as the single-source supplier of all GE stationery used by North American components and affiliates.

This supplier stocks the custom watermarked paper used for GE letterheads and all the other papers used for GE stationery.

To place an order for GE stationery, contact

Relief Printing
GE Customer Service
64 North Conahan Drive
Hazleton, Pennsylvania 18201
800 538-1099

```
GE Plastics

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Robert W. Holmes
Vice President
```

To ensure that the names and addresses used on stationery items are complete and correct, follow the guidelines at the right when preparing copy for the typographer or printer. When copy is prepared properly, it resembles the example shown above.

Type the communicative name on one line using capital and lowercase letters. The communicative name of the component or affiliate is the name used informally in conversation. It is also used above the Laser Line in the graphic signature at the top of a stationery item.

- The communicative name usually consists of the name "GE" plus a generic name describing the component's or affiliate's primary capability or product or service category, such as "GE Appliances." It may also contain a geographic descriptor such as "GE Plastics France." For some affiliates, the name consists of "GE" and a proper name. In some cases, the communicative name is only the proper name of an affiliate, without the name "GE."
- Do not use the communicative name of a subcomponent above the Laser Line. Instead, use such a name, if desired, in the address block as described at the right.
- The communicative name of the organization *does not* contain a legal term such as "Company," "Inc.," or "Ltd."
- For help with communicative names, see document **301**, *Component Names*, available from the GE Identity Website or Hotline.

Type the address block to contain specific information on each line as described below. Each line can contain approximately 53 characters (*including* punctuation and spaces between words).* If the information requires more characters than will fit on one line, use two lines, breaking them as described below.

- **The first line contains either**
  - **the name of a subcomponent** such as a division or department, *if desired*
  - **the legal name** when a subcomponent name is not used (If a subcomponent name is used, the legal name *must* appear on the second line.)

  The legal name is the full formal name under which the component or affiliate operates as a lawfully registered business. It often contains a legal term such as "Company," "Inc.," or "Ltd." For example, the legal name of GE Plastics is "General Electric Company."

- **The next line contains the complete address,** provided it does not exceed 53 characters.* This line includes the post office box number *(if required)*, street address, suite number *(if required)*, city, state, and postal code. To facilitate this one-line setting, do the following:
  - *Use abbreviations:*
    · Use "Blvd." for Boulevard, "Ave." for Avenue, "St." for Street, "Ln." for Lane, and so on; use "N." for North, "NW" for Northwest, and so on.
    · Use approved two-letter postal abbreviations for state names; do not abbreviate country names.
  - *Use commas to correctly punctuate the address.*

  If the complete address cannot fit on one line of approximately 53 characters,* use two lines:
  · *On one line,* type the post office box number *(if required)*, street address, and suite number *(if required)*.
  · *On the next line,* type the city, state, and postal code.

continued

---

*On a business card with a certification statement or logo, the maximum length of each line may be less than 53 characters, depending on the width of the certification.

```
GE Plastics

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Robert W. Holmes
Vice President
```

- **The next line contains the telephone and other communication numbers.** Use a comma and a single space to separate consecutive telephone and communication numbers on one line.
If the required numbers cannot fit on one line of approximately 53 characters,* use two or more lines.

Note: To avoid clutter, list only the telephone and other communication numbers required to conduct business. Generally, such required numbers include only the telephone, Dial Comm, and facsimile numbers, which usually can be typeset on one line.

- *For telephone numbers in the U.S.A.,* type the telephone area code without parentheses, use a space between the area code and the prefix, and type a hyphen between the prefix and the last four digits.
- *For telephone numbers in other countries,* type the number according to local conventions.
- *For Dial Comm numbers (if used),* type the abbreviation and colon "DC:" in capital letters, use a space to separate the colon from the number, and type a hyphen to separate the prefix from the last four digits.
- *For other communication numbers (if used),* use the following words in capital and lowercase letters and a colon preceding the numbers:
  - "Fax:" for facsimile numbers
  - "Pager:" for pager numbers
  - "Cell:" for cellular telephone numbers
  - "Home:" for residential telephone numbers

  Use a space to separate the colon from the number, typed like the telephone number, above.

- **The next line contains the individual's e-mail address** (if used). Type the address using capital and lowercase letters for the individual's name and all lowercase letters for the balance of the address with no word spaces. Note: The unique form of the e-mail address clearly identifies it, making a label redundant; do not use the word "e-mail" or "Internet" with the address.

Type the individual's name (if used) on one line, using capital and lowercase letters. An individual may use any combination of initials, nicknames, and full names, as desired.

Type the individual's title (if used) on the next line, using capital and lowercase letters. If the title cannot fit on one line of approximately 53 characters,* use two lines. Generally, when a title consists of a functional description (such as "Manager") and the name of an organizational element, type a small dash (–) with a word space on either side to separate the parts of the title.

Type any additional copy (such as the bank references or disclaimers required on some letterheads) in paragraphs.

---

*On a business card with a certification statement or logo, the maximum length of each line may be less than 53 characters, depending on the width of the certification.

Too tight

GE Plastics

Robert W. Holmes
Vice President

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Correct

GE Plastics

Robert W. Holmes
Vice President

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Too open

GE Plastics

Robert W. Holmes
Vice President

Plastics Technology Division
General Electric Company,
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 8
Robert.Holmes@plastics.ge.com

General Specifications

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the *visual standard* for correct typesetting. When ordering typography, ask your supplier to *visually match* the correct examples on this page.

The correct examples on this page and in the layout drawings on pages 31 to 83 were typeset on an Apple Macintosh computer using the

- QuarkXPress page layout program
- Adobe Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48:*
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 ¼ inches (57mm) or less, as noted in the drawings
+ 1-point line space above telephone numbers

Univers 68:*
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 ¼ inches (57mm) or less, as noted in the drawings

Laser Line: ½-point rule
(Note: Allow for bleed when typesetting the rule.)

continued

---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

Communicative Name

GE Plastics

The communicative name is typeset in 11/12 Univers 68 to match the correct example on page 20. If the name contains both a geographic descriptor and a generic name, such as “GE Plastics France,” the geographic descriptor is typeset in 11/12 Univers 48, and the balance of the name is typeset in 11/12 Univers 68.

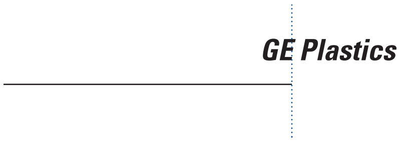
A short communicative name appears on one line, provided it does not exceed a maximum length of

- 1⅝ inches (41.5mm) on letterheads and envelopes
- ⅞ inch (22mm) on business cards.

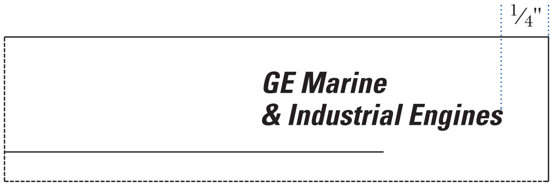
GE Marine & Industrial Engines

A longer communicative name is typeset on two lines, aligned flush left.

If a long name does not read easily on two lines, it appears on one line. For example, “GE Saudi” on one line and “Arabia” on a second line is difficult to read.



A short one- or two-line communicative name (one that does not exceed the maximum line lengths given above) is positioned above the Laser Line as shown in the example above. The end of the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. If “GE” is not part of the name, the name begins 1 pica to the left of the end of the Laser Line.



A longer one- or two-line communicative name is positioned above the Laser Line so the right margin (the distance between the end of the name and the edge of the format) is no smaller than ⅜ inch (9.5mm) on letterheads and ¼ inch (6mm) on business cards.

Note: *On business cards,* the Laser Line may not be shortened; it remains a standard length. As shown in the example of part of a business card above, longer names cannot be placed above the standard preprinted Laser Line so that the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. Instead, longer names are placed at a minimum distance from the edge of the card.

continued

Address

One Plastics Ave., Pittsfield, MA 02101

The address is typeset in 8/9 Univers 48 to match the correct example on page 20.

Note: The complete typeset address is placed on a single line, provided it does not exceed 2 ¼ inches (57mm).* The complete address includes the post office box number (if required), street address, suite number (if required), city, state, and postal code. To facilitate this one-line setting, do the following:

- *Use abbreviations.* Use “Blvd.” for Boulevard and “N.” for North, for example; use approved two-letter postal abbreviations for all state names; do not abbreviate country names.
- *Use commas to correctly punctuate the address.*

P.O. Box 417, Commerce Court N.
Toronto, Ont M5L 1J2 Canada

A longer address is placed on two lines. One line contains the post office box number (if required), street address, and suite number (if required). The other line contains the city, state, and postal code.

Telephone & Communication Numbers

Telephone and other communication numbers appear on one line, provided the length of the typeset line does not exceed 2 ¼ inches (57mm)*; otherwise, two or more lines are used.

Telephone/communication numbers are typeset in 8/10 Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive telephone or communication numbers on one line.

413 838-5453

- **In the U.S.A.,** the telephone area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

47-1-741-9911

- **In other countries,** the telephone number is typeset according to local conventions.

DC: 234-2464

- **The Dial Comm number** is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 44-81-846-9844

- **The facsimile number** is preceded by “Fax:” and a word space, and it is typeset like the telephone number.

Pager: 413 838-2123

- **Other communication numbers** are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455

The first line of telephone and communication numbers is placed flush left below the address block, separated by an additional 1 point of line space, as shown above.

continued

---

*On a business card with a certification statement or logo, the maximum line length may be less than this specification, depending on the width of the certification.

E-mail address
(if used)

Robert.Holmes@plastics.ge.com

The individual's e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the individual's name, but only lowercase letters are used for the balance of the address Word spaces are not used. No word precedes the address.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either

- *if there is enough space,* below the last line of communication numbers
- *if space is limited,* as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

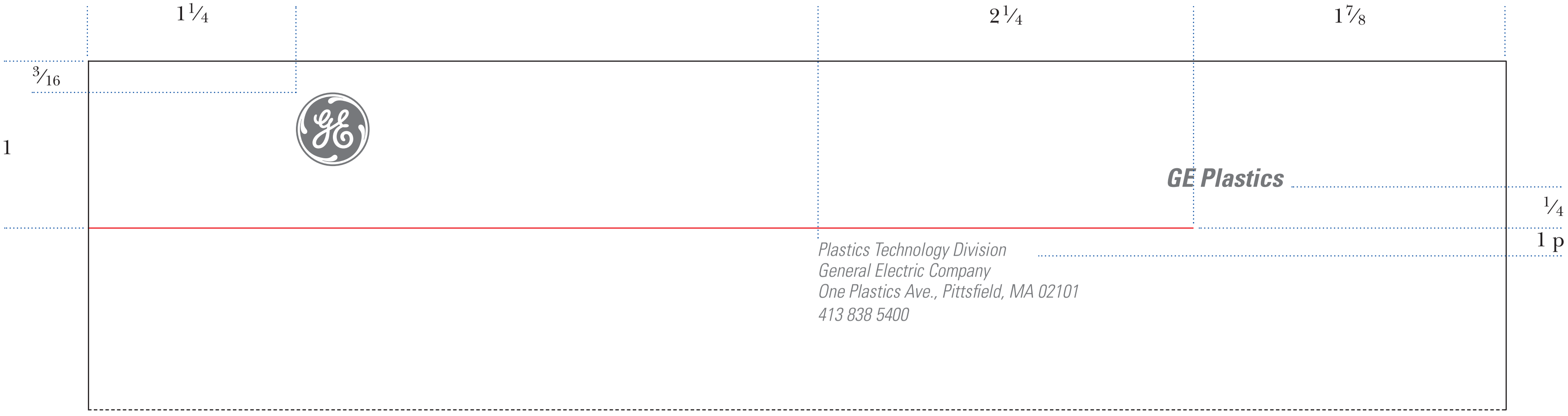
Individual's Name & Title (if used)

Robert W. Holmes
Vice President

The individual's name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 2¼ inches (57mm), it appears on one line; otherwise, two lines are used.

Syndi Beth Doctors
Manager – Marketing Communications

When a title consists of a functional description (such as "Manager") and the name of an organizational element, a small dash (–) with a word space on either side is used to separate the parts of the title.


1¼
2¼
1⅞
3/16
1
GE Plastics
¼
1 p
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838 5400

Unless noted by "p" for pica, dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

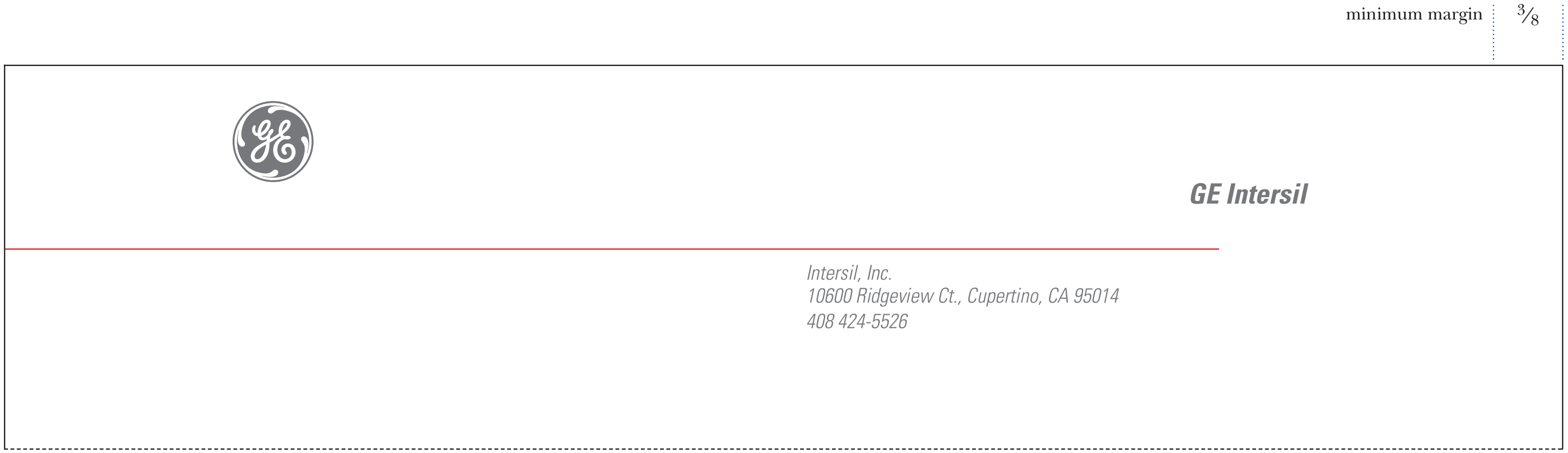
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

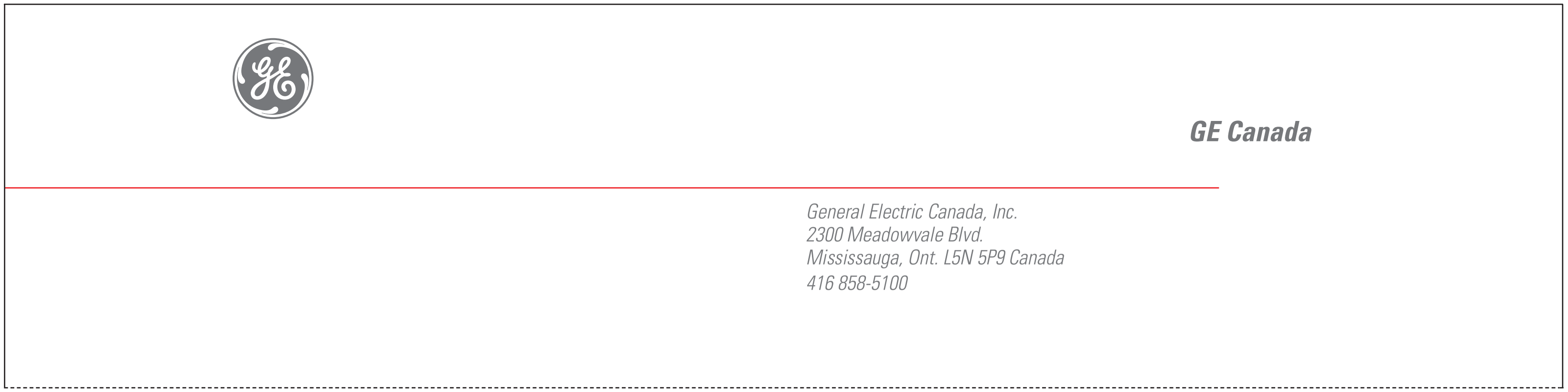
Executive: Engraving

continued



GE Intersil

Intersil, Inc.
10600 Ridgeview Ct., Cupertino, CA 95014
408 424-5526



GE Canada

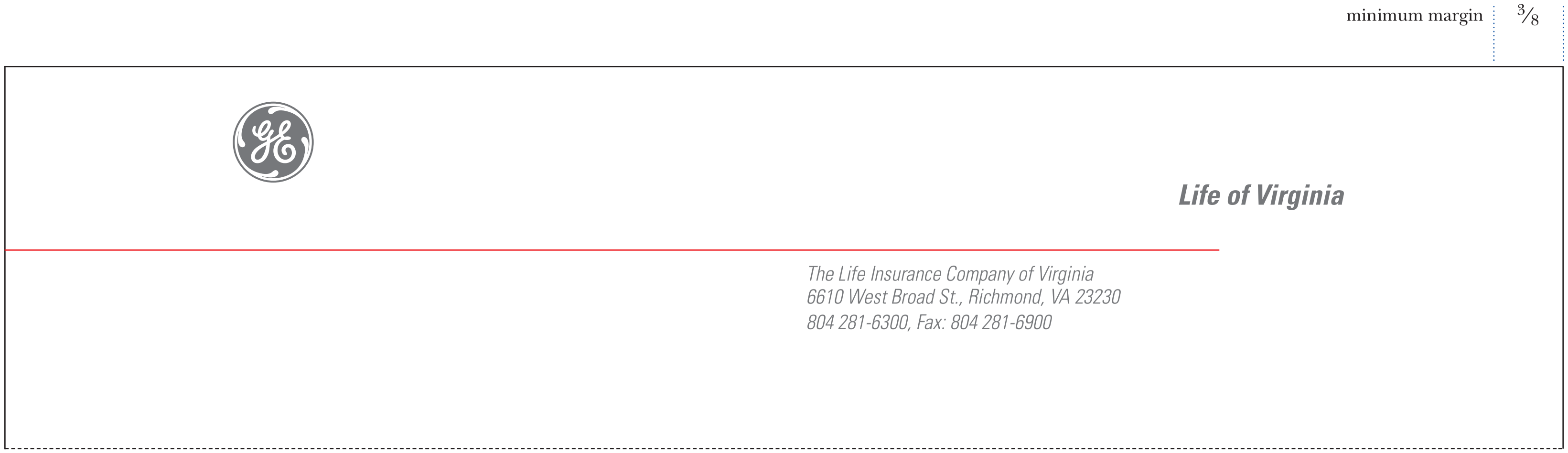
General Electric Canada, Inc.
2300 Meadowvale Blvd.
Mississauga, Ont. L5N 5P9 Canada
416 858-5100

Unless noted by “p” for pica,
dimensions are given in inches.

The GE Intersil letterhead is shown for demonstration purposes only.

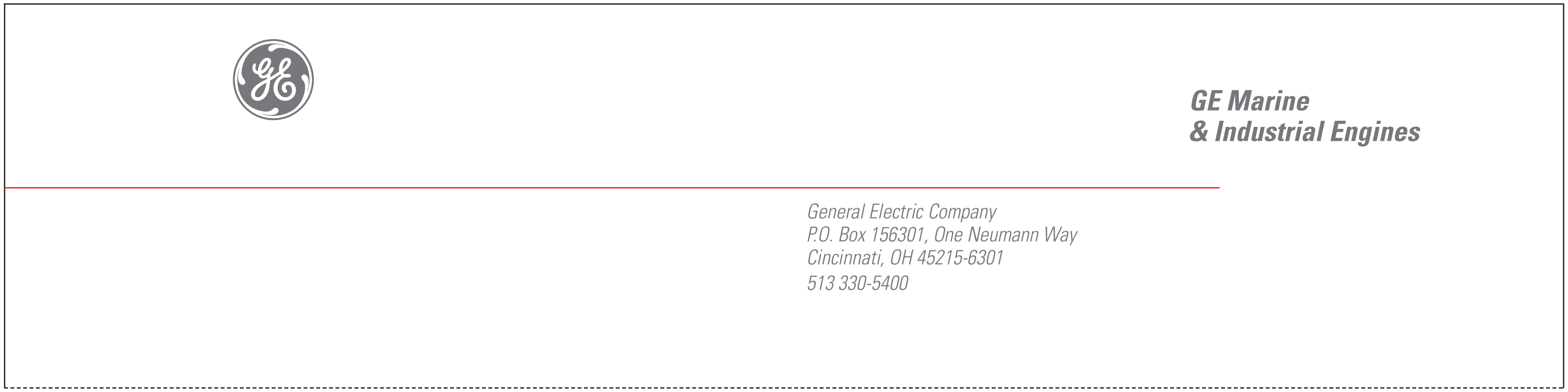
continued

Standard Letterhead
for North American Components & Affiliates, continued
***261**.32*


minimum margin
3/8

Life of Virginia

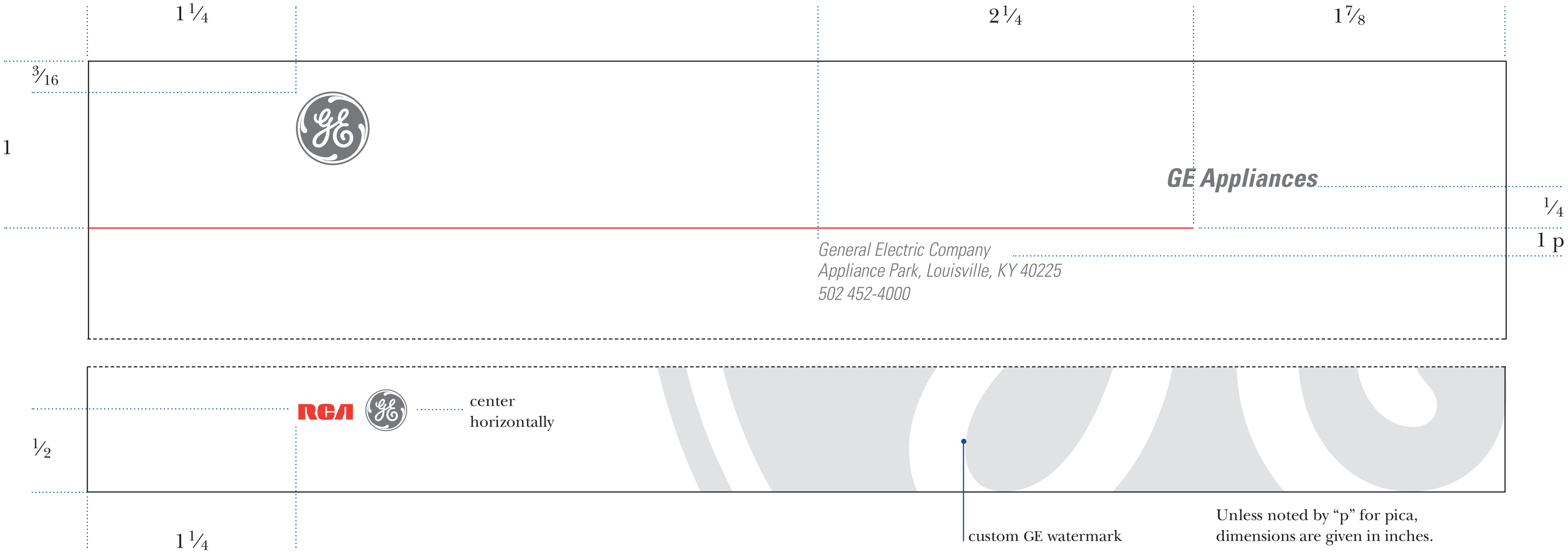
The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230
804 281-6300, Fax: 804 281-6900



GE Marine
& Industrial Engines

General Electric Company
P.O. Box 156301, One Neumann Way
Cincinnati, OH 45215-6301
513 330-5400

Unless noted by “p” for pica,
dimensions are given in inches.



Unless noted by "p" for pica, dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Brand Marks
Monogram:
¼" diameter or 25-point GE Logo Font

Logotypes:
³⁄₃₂" capital height

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

Slogan or Certification (in place of brand marks):
8-point Univers 68

Color
Match color samples for Platinum Grey and Laser Red, available from the Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Brand marks:
- *Monogram:* Platinum Grey
- *Logotypes:* Use existing brand mark color.

Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

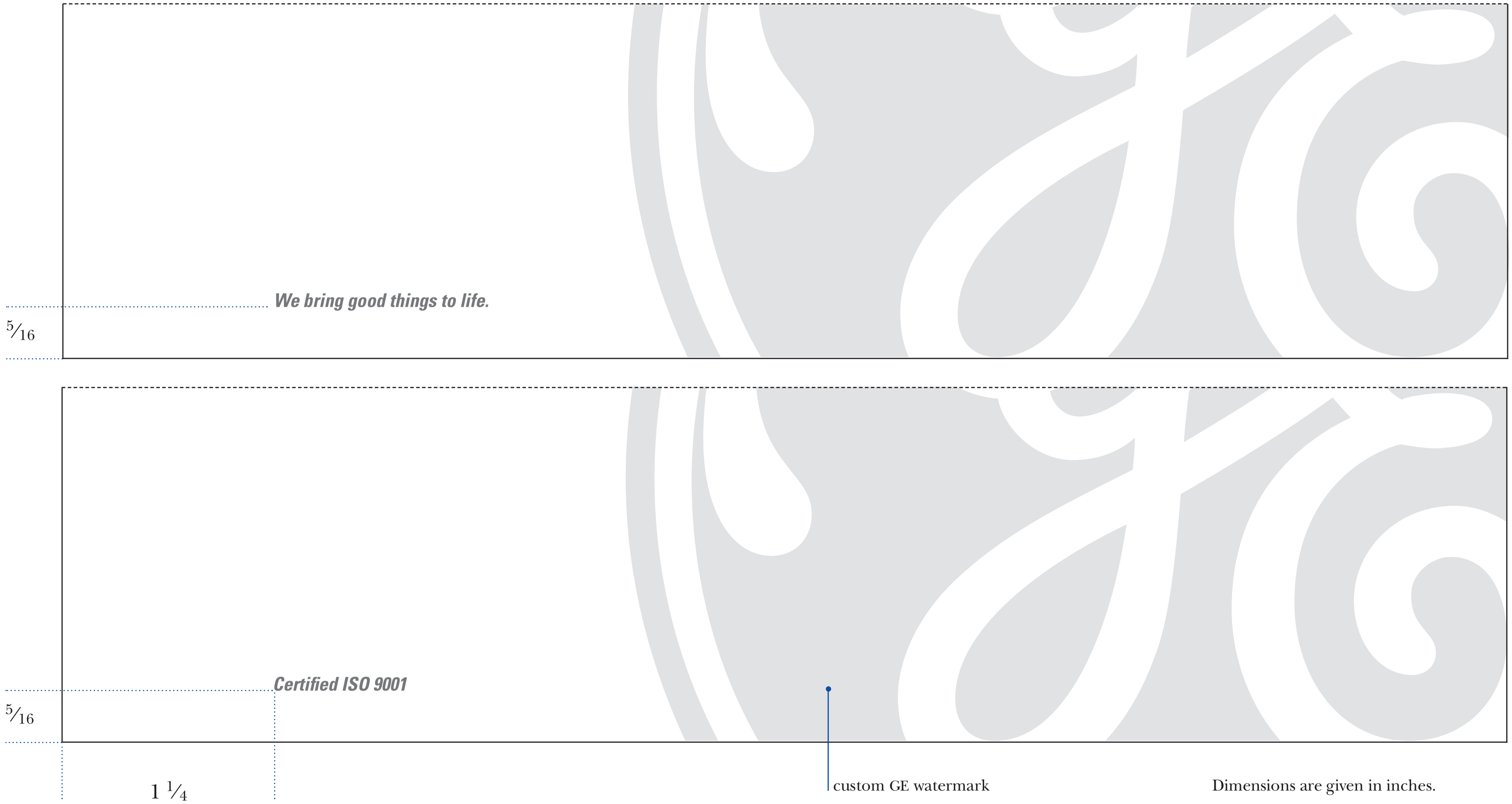
Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving

continued

Standard Letterhead with Brand Marks, a Slogan, or Certification
for North American Components & Affiliates
261.34



Dimensions are given in inches.

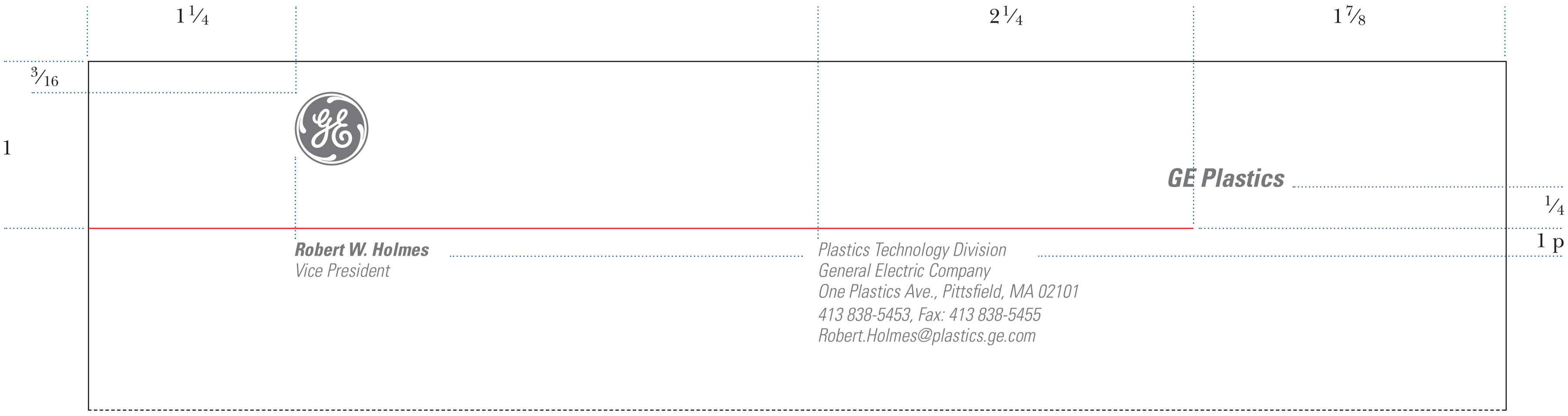
Note: In all stationery, the preferred form of certification is a statement, as shown above.

Instead, a certification logo may be used according to these guidelines:

- *Size and place* the logo like a brand mark (shown on the preceding page).
- *Use* no more than two.
- *Reproduce* the logo in Platinum Grey only.

See page 71 for examples of certifcation on business cards.

Standard Letterhead
with Individual's Name
for North American Components & Affiliates
261.36


1¼
2¼
1⅞
3/16
1
¼
1 p
GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Unless noted by "p" for pica,
dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

Individual's name:
8/9 point Univers 68

Individual's title (optional):
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

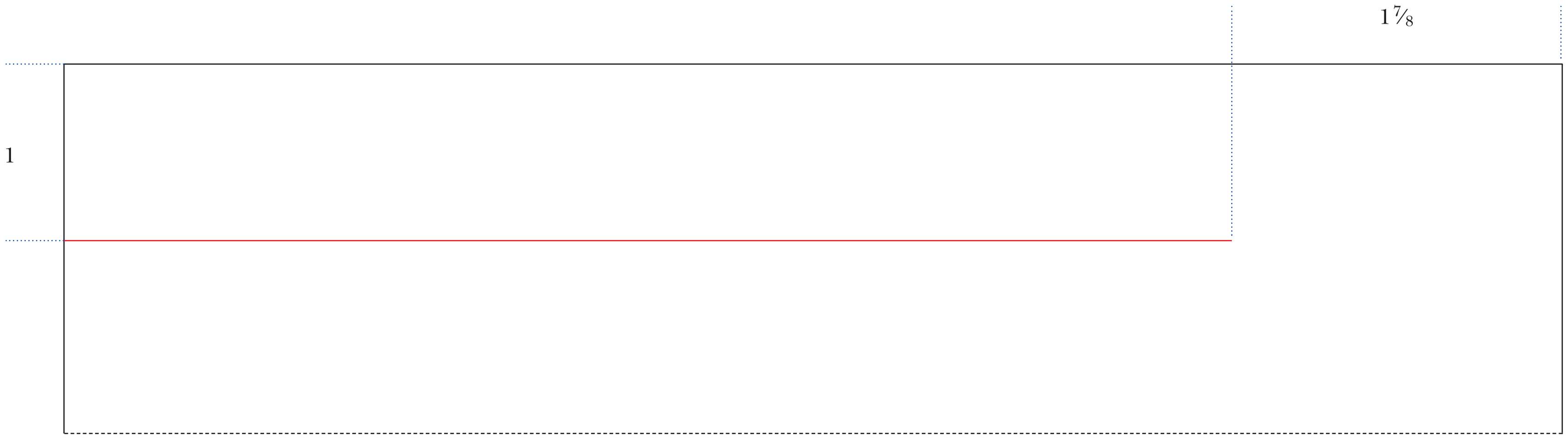
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving



Dimensions are given in inches.

Size 8½" x 11"

Typography
Laser Line: ½-point rule, 40½ picas with bleed

Color
Match color samples for Laser Red, available from the GE Identity Website or Hotline.

Laser Line: Laser Red

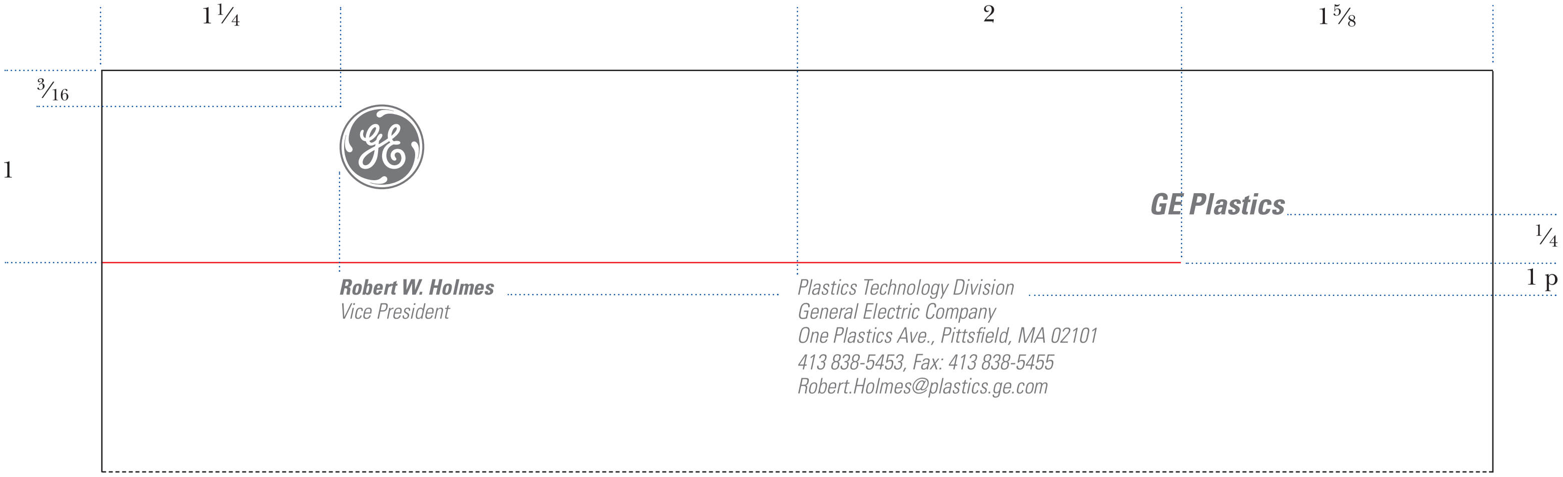
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving


1 1⁄4
2
1 5⁄8
3⁄16
1
1⁄4
1 p
GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Unless noted by "p" for pica,
dimensions are given in inches.

Size 7 1⁄4" x 10 1⁄2"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1⁄2-point rule, 34 1⁄2 picas with bleed

Individual's name:
8/9 point Univers 68

Individual's title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

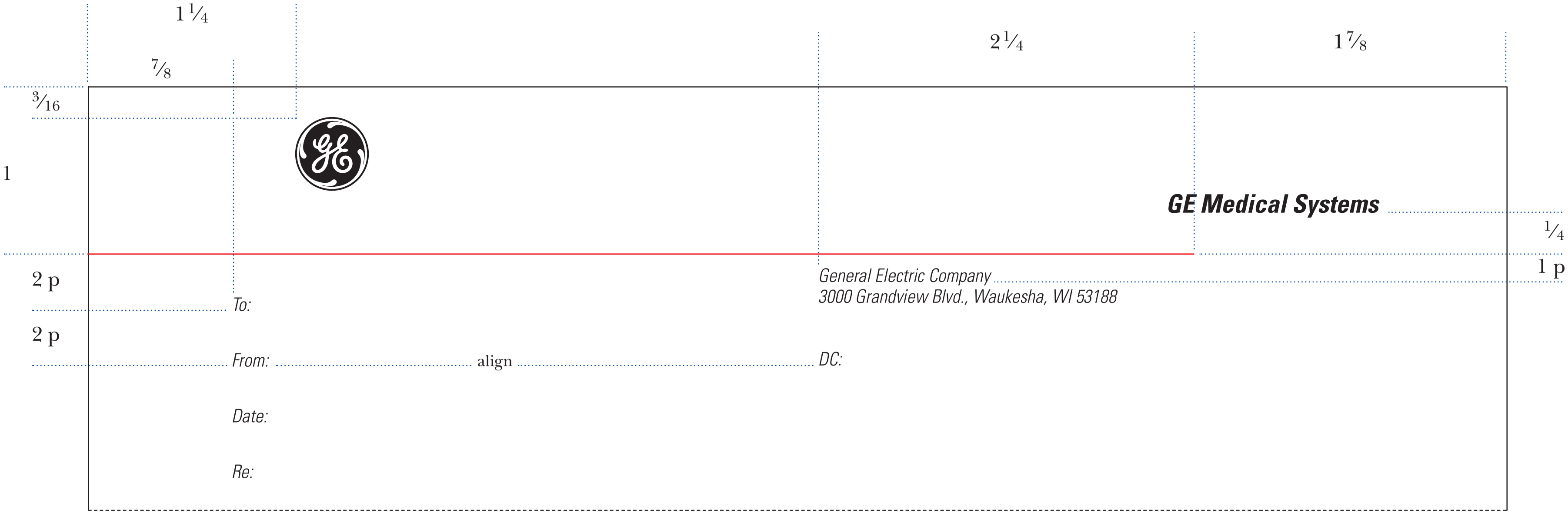
Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving

Monarch Letterhead ***261***.38
for North American Components & Affiliates


1 1/4
7/8
3/16
1
2 p
2 p
2 1/4
1 7/8
GE Medical Systems
1/4
1 p
General Electric Company
3000 Grandview Blvd., Waukesha, WI 53188
To:
From:
align
DC:
Date:
Re:

Unless noted by “p” for pica, dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

“To:…” (optional):
8-point Univers 48

Color
Match color samples for Laser Red, available from the GE Identity Website or Hotline.

Monogram: Black

Laser Line: Laser Red

All typography: Black

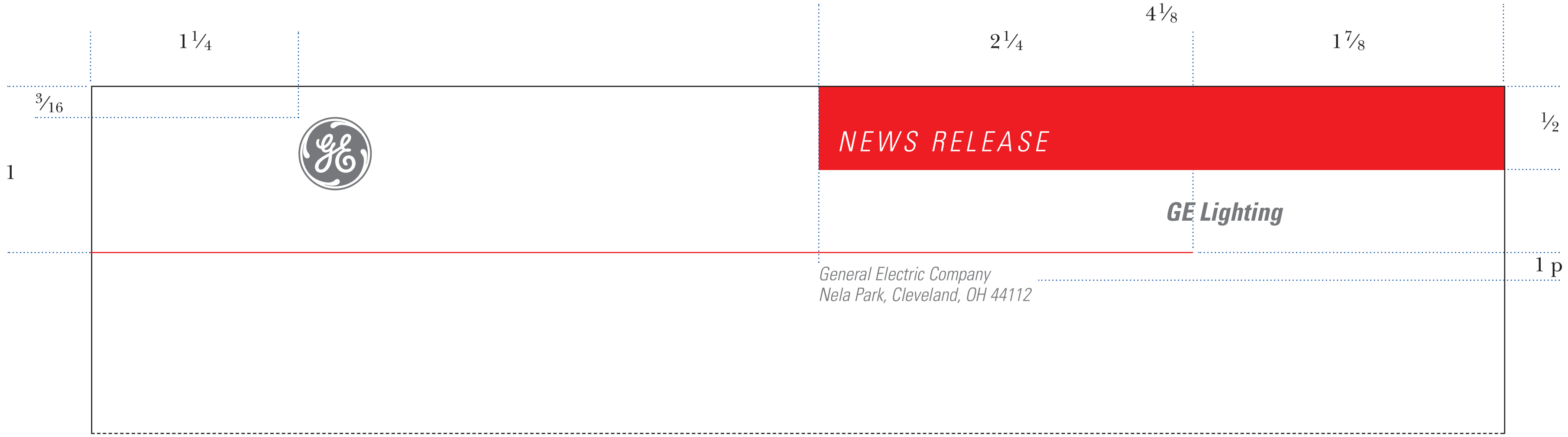
Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography

Note: For second sheets, only the Laser Line is printed in Laser Red according to “Standard Second Sheet,” page 37.

Note: Either an unprinted #10 medium-grey standard envelope or the internal envelope, page 56, may be used with the internal letterhead.

Internal Letterhead **261**.39
for North American Components & Affiliates



Unless noted by "p" for pica,
dimensions are given in inches.

Size $8\frac{1}{2}$" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

"NEWS RELEASE":
12-point Univers 48, all caps, open letterspacing, positioned with baseline of type 8 points above edge of bar

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48, vertically centered between bar and Laser Line

Laser Line: ½-point rule, 40 ½ picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

Communicative name and address:
Platinum Grey

"NEWS RELEASE":
Reverses from bar

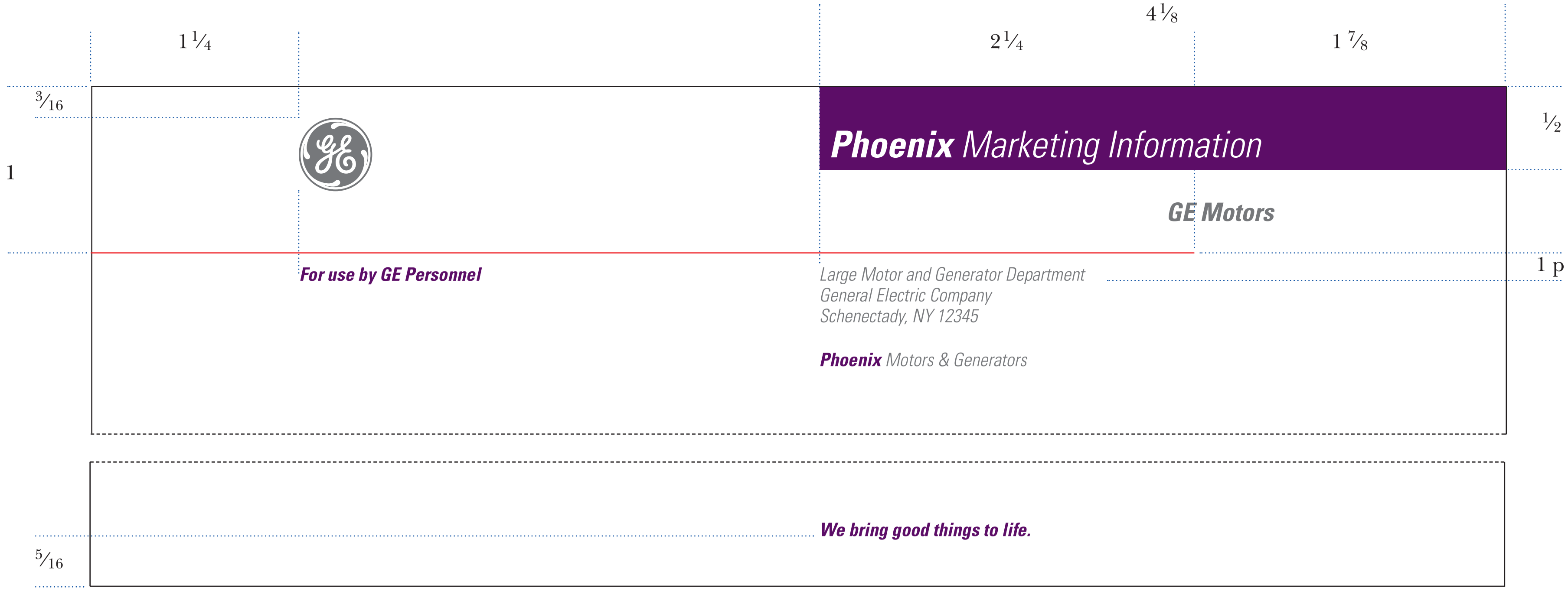
Bar: Laser Red

Paper Stock
See page 10 for information on paper stocks.

Use GE standard stationery stock with custom GE watermark.

Reproduction
Offset lithography

News Release Letterhead **261**.40
for North American Components & Affiliates


1 1⁄4
2 1⁄4
4 1⁄8
1 7⁄8
3⁄16
1
1⁄2
1 p
5⁄16
Phoenix Marketing Information
GE Motors
For use by GE Personnel
Large Motor and Generator Department
General Electric Company
Schenectady, NY 12345
Phoenix Motors & Generators
We bring good things to life.

Unless noted by “p” for pica, dimensions are given in inches.

Size $8\frac{1}{2}$" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Bulletin title:
12- to 16-point Univers 68 and, if needed, Univers 48

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48, vertically centered between bar and Laser Line

Laser Line: $\frac{1}{2}$-point rule, 40 $\frac{1}{2}$ picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the Website or Hotline.

Monogram:
Platinum Grey

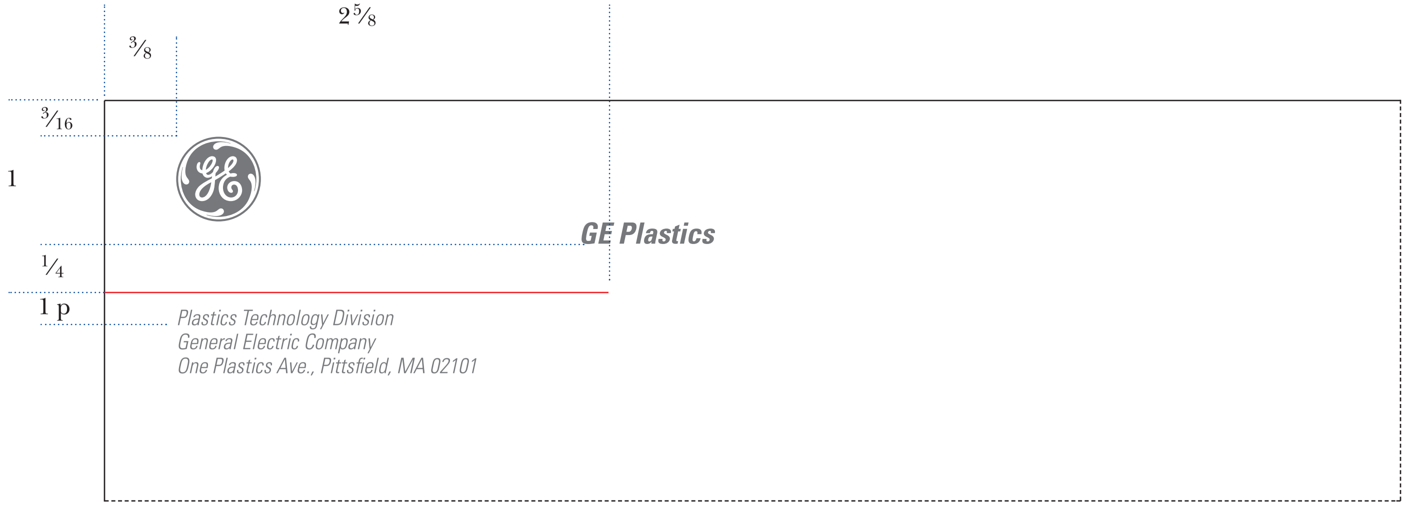
Laser Line: Laser Red or Platinum Grey

All typography:
Platinum Grey

Bar: Select from the GE color palettes.

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography


2⅝
⅜
3/16
1
¼
1 p
GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by "p" for pica,
dimensions are given in inches.

Size $4\frac{1}{8}$" x $9\frac{1}{2}$"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

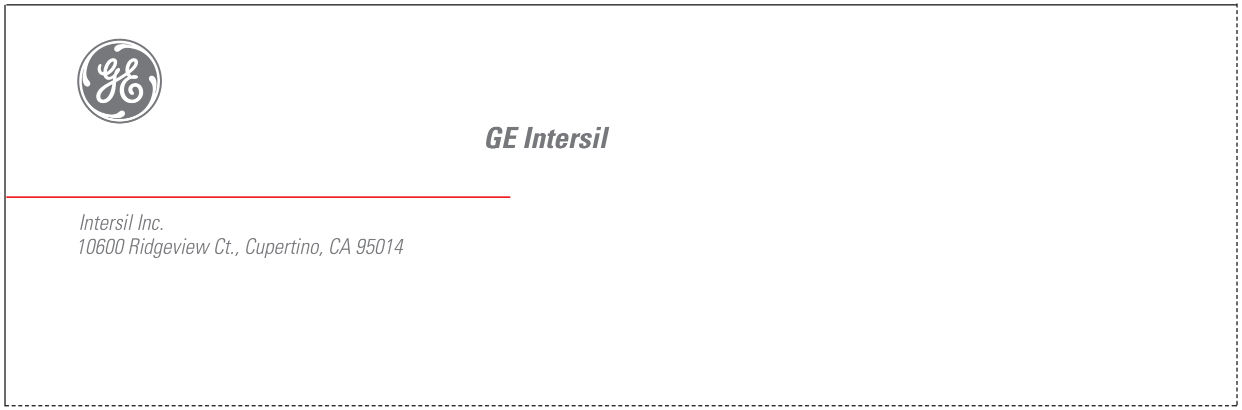
Reproduction
Standard:
Offset lithography

Executive: Engraving

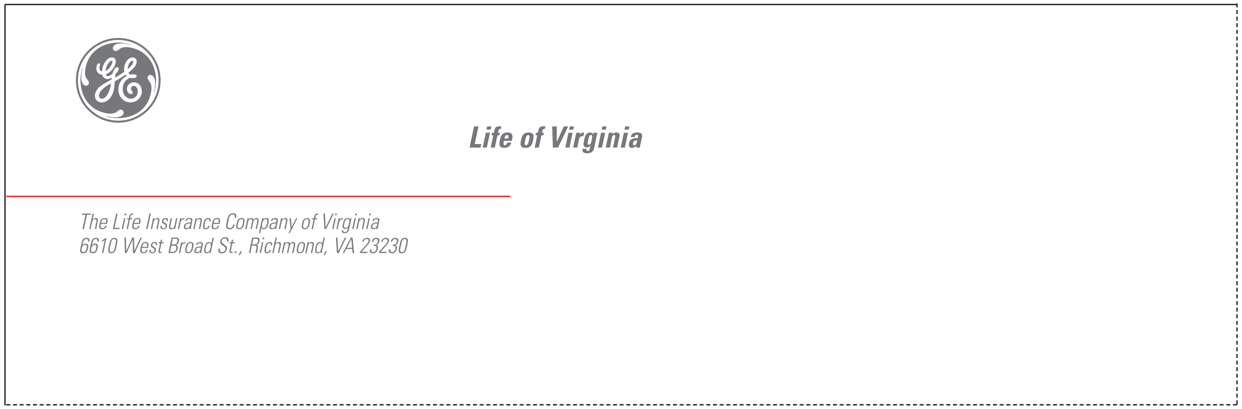
continued

Standard Envelope **261**.51
for North American Components & Affiliates

The GE Intersil envelope is shown for demonstration purposes only.


GE Intersil

Intersil Inc.
10600 Ridgeview Ct., Cupertino, CA 95014


Life of Virginia

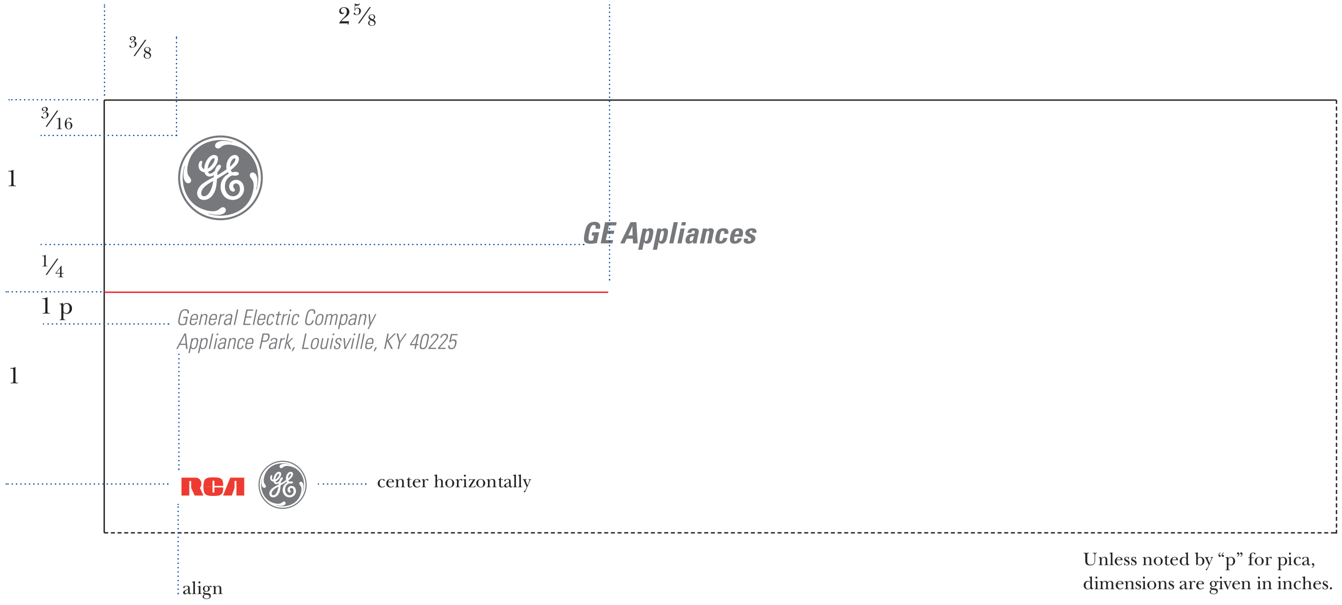
The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230

Standard Envelope **261**.52
for North American Components & Affiliates, continued

Standard Envelope with Brand Marks or Certification

for North American Components & Affiliates

Display of brand marks is not recommended.



Unless noted by "p" for pica, dimensions are given in inches.

Size 4⅛" x 9½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Brand Marks
Monogram:
¼" diameter or 25-point GE Logo Font

Logotypes:
3⁄32" capital height

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Address block:
8/9 point Univers 48

Certification
(in place of brand marks):
8/9 point Univers 68, flush left below address block so baseline is 1" below Laser Line

Note: The preferred form of certification is a statement. Instead, a certification logo may be used. See page 35 for guidelines.

Color
Match color samples for Platinum Grey and Laser Red, available from the Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Brand mark:
- *Monogram:* Platinum Grey
- *Logotypes:* Use existing brand mark color.

Paper Stock
See page 10 for information on paper stocks.

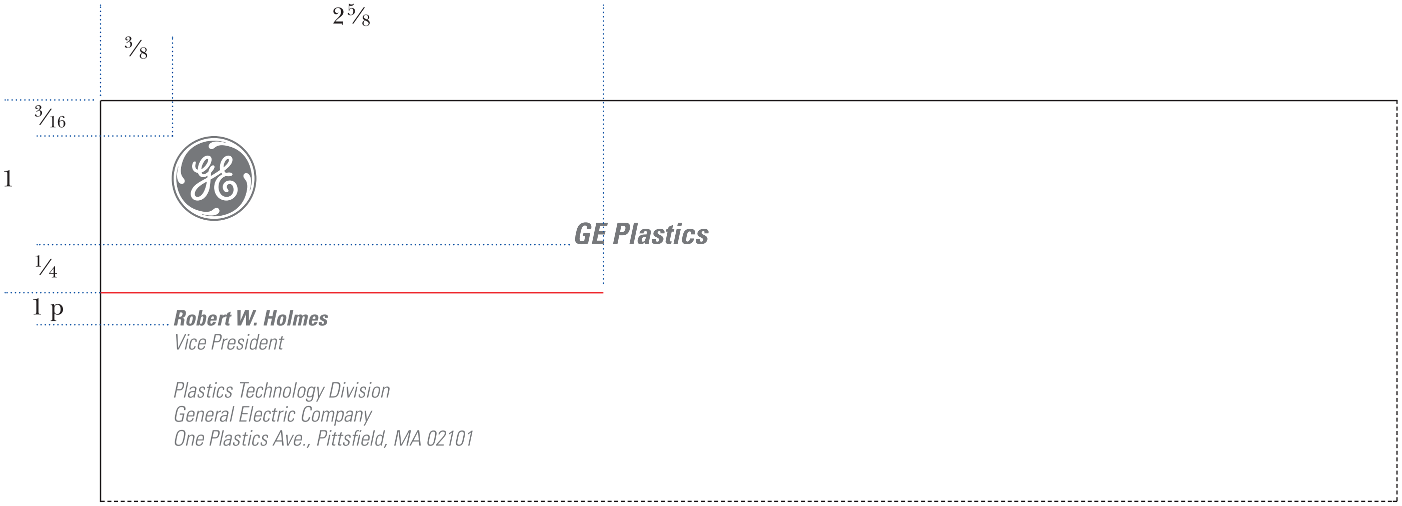
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving

Standard Envelope
with Brand Marks or Certification
for North American Components & Affiliates
261.53


2 ⅝
⅜
3/16
1
¼
1 p
GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by "p" for pica,
dimensions are given in inches.

Size 4⅛" x 9½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Individual's name:
8/9 point Univers 68

Individual's title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

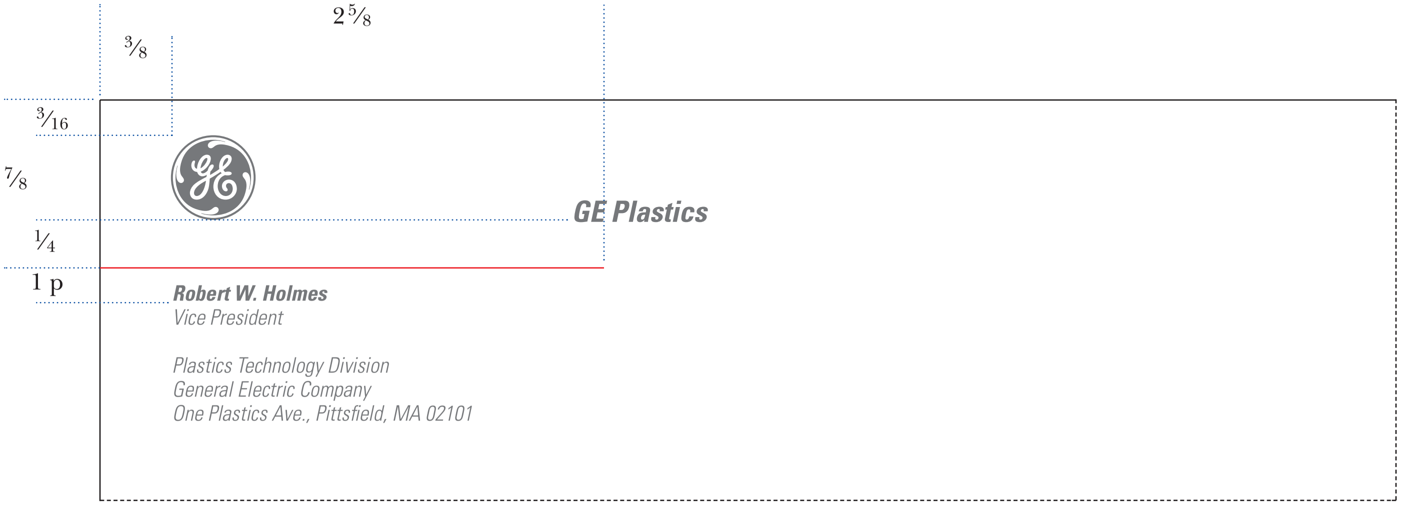
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving


2 5/8
3/8
3/16
7/8
1/4
1 p
GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by “p” for pica,
dimensions are given in inches.

Size 3⅞" x 7½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Individual’s name:
8/9 point Univers 68

Individual’s title:
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

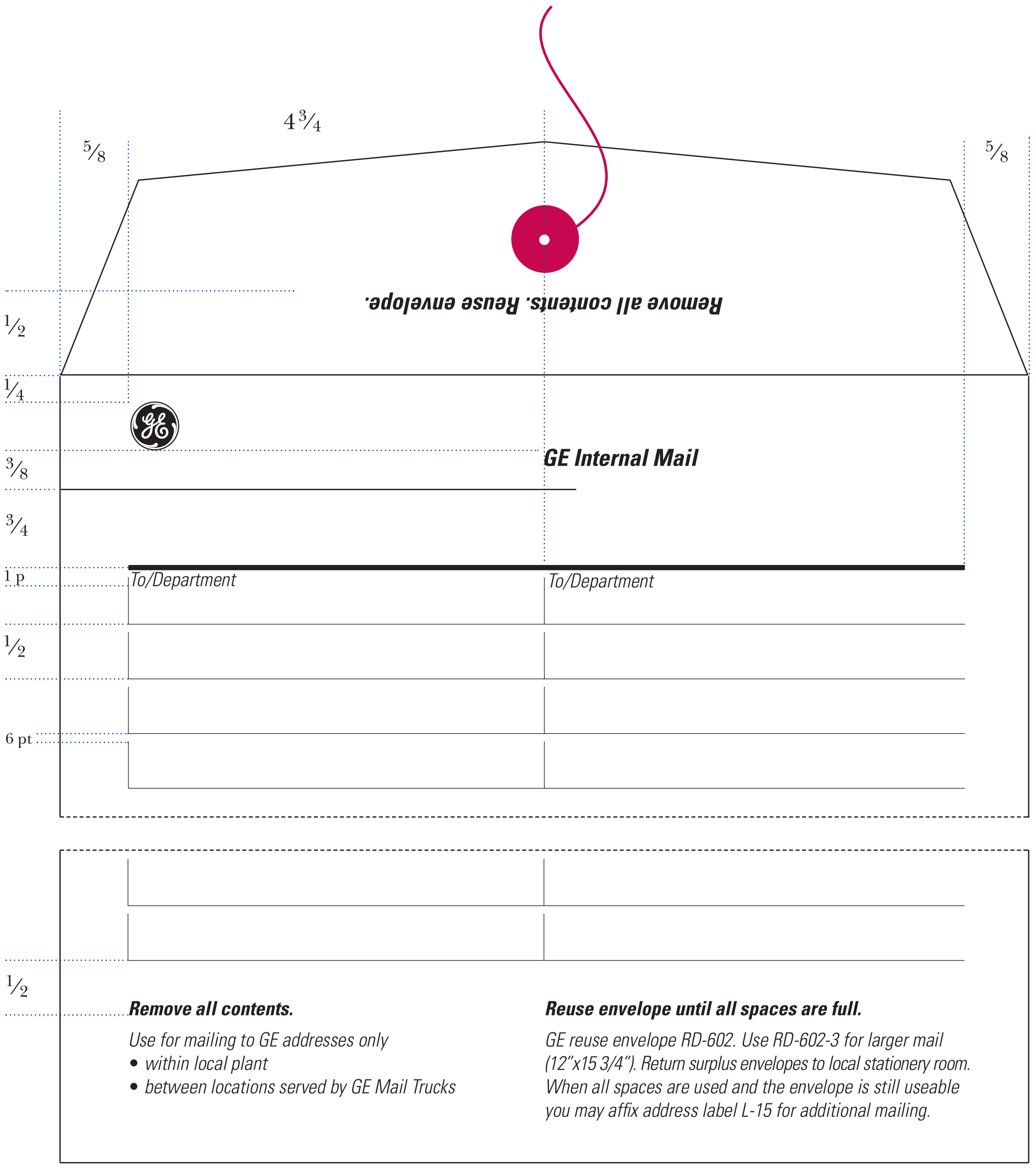
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving



Remove all contents. Reuse envelope.

Remove all contents.

Use for mailing to GE addresses only
- *within local plant*
- *between locations served by GE Mail Trucks*

Reuse envelope until all spaces are full.

GE reuse envelope RD-602. Use RD-602-3 for larger mail (12"x15 3/4"). Return surplus envelopes to local stationery room. When all spaces are used and the envelope is still useable you may affix address label L-15 for additional mailing.

Unless noted by "p" for pica or "pt" for point, dimensions are given in inches.

Note: This drawing is shown at a reduced size.

Size 9 1/2" x 12 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

"GE Internal Mail" and type on flap:
20-point Univers 68

"To/Department" and text below "Remove…" and "Reuse…":
12/14 point Univers 48

"Remove…" and "Reuse…":
14/16 point Univers 68

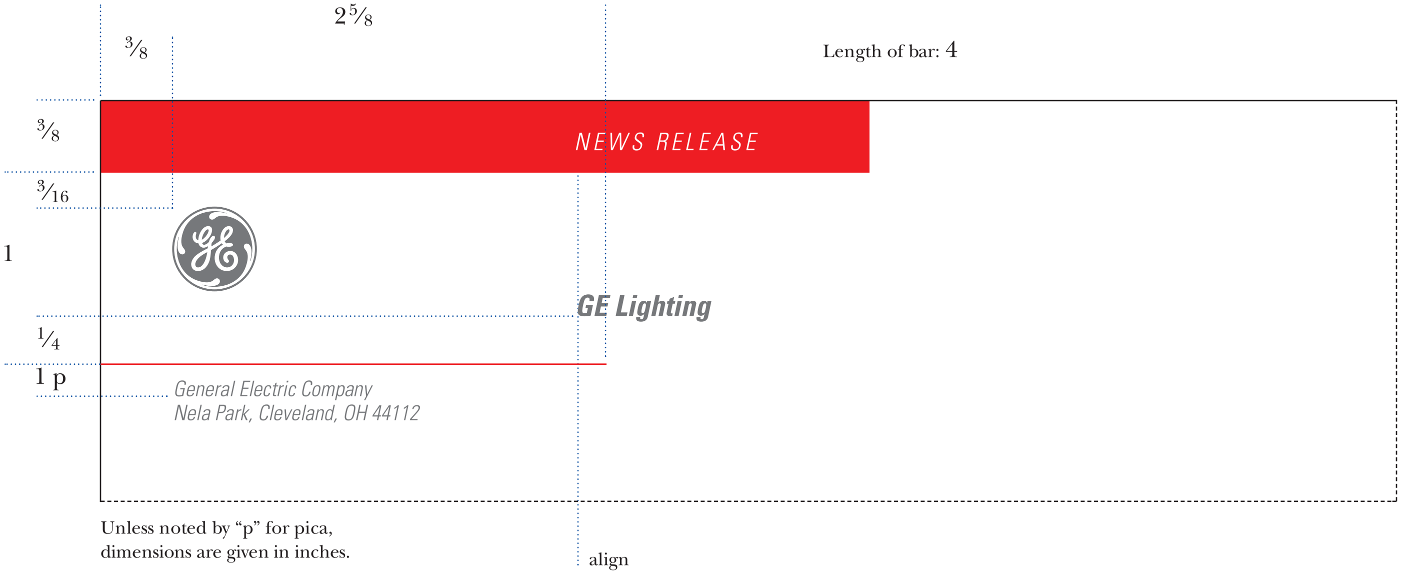
Heavy rule: 4 1/2 points

Laser Line and all other rules: 1 1/2-point rule

Color
All elements: Black

Paper Stock
Medium-grey standard interoffice mail string-and-button envelope

Reproduction
Offset lithography



Unless noted by “p” for pica, dimensions are given in inches.

Size 4⅛" x 9½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

“NEWS RELEASE”:
12-point Univers 48, all caps, open letter-spacing, positioned with baseline of type 6 points above edge of bar

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

Communicative name and address:
Platinum Grey

“NEWS RELEASE”:
Reverses from bar

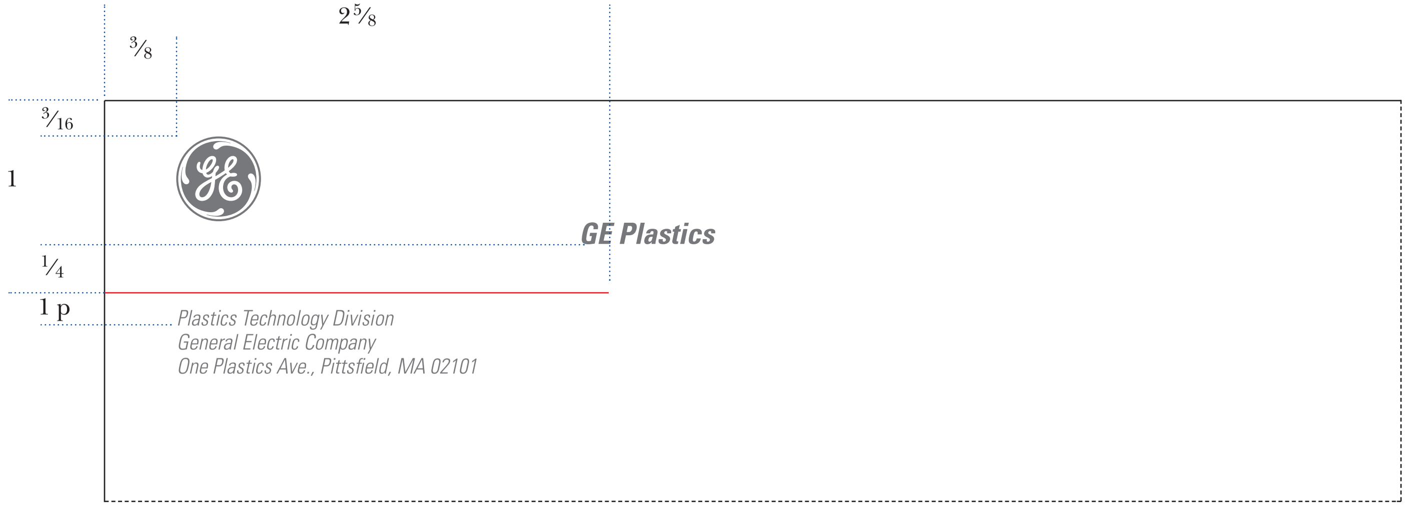
Bar: Laser Red

Paper Stock
See page 10 for information on paper stocks.

GE standard envelope stock with square flap

Reproduction
Offset lithography

News Release Envelope **261**.57
for North American Components & Affiliates


2⅝
⅜
3⁄16
1
¼
1 p
GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by "p" for pica,
dimensions are given in inches.

Size 4⅛" x 9½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

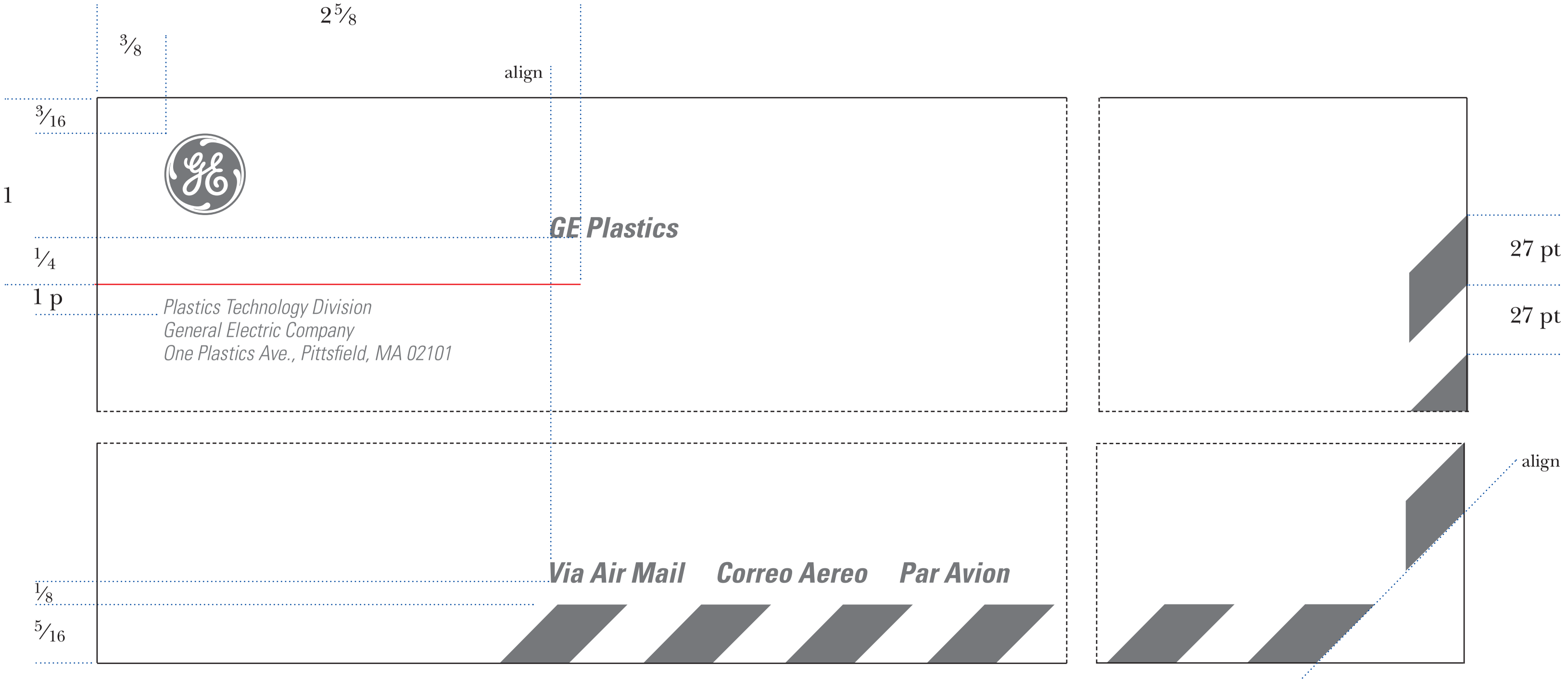
Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography


2⅝
⅜
align
3/16
1
1/4
1 p
GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
27 pt
27 pt
align
Via Air Mail
Correo Aereo
Par Avion
1/8
5/16

Unless noted by “p” for pica or “pt” for point, dimensions are given in inches.

Size 4⅛" x 9½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Address block:
8/9 point Univers 48

“Via Air Mail…”:
11-point Univers 68 with 1 pica between phrases

Stripes:
27 points wide, placed 27 points apart at a 45-degree angle

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

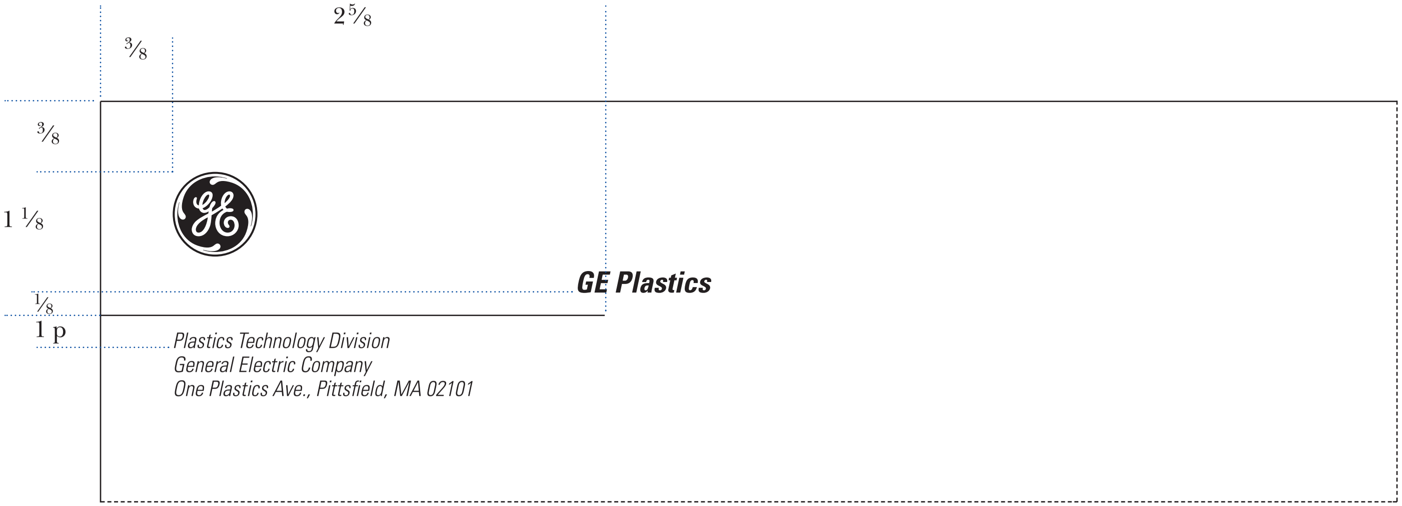
Monogram:
Platinum Grey

Laser Line: Laser Red

All typography and stripes:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography


2 5/8
3/8
3/8
1 1/8
1/8
1 p
GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by “p” for pica,
dimensions are given in inches.

Size 9" x 12"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16 ½ picas with bleed

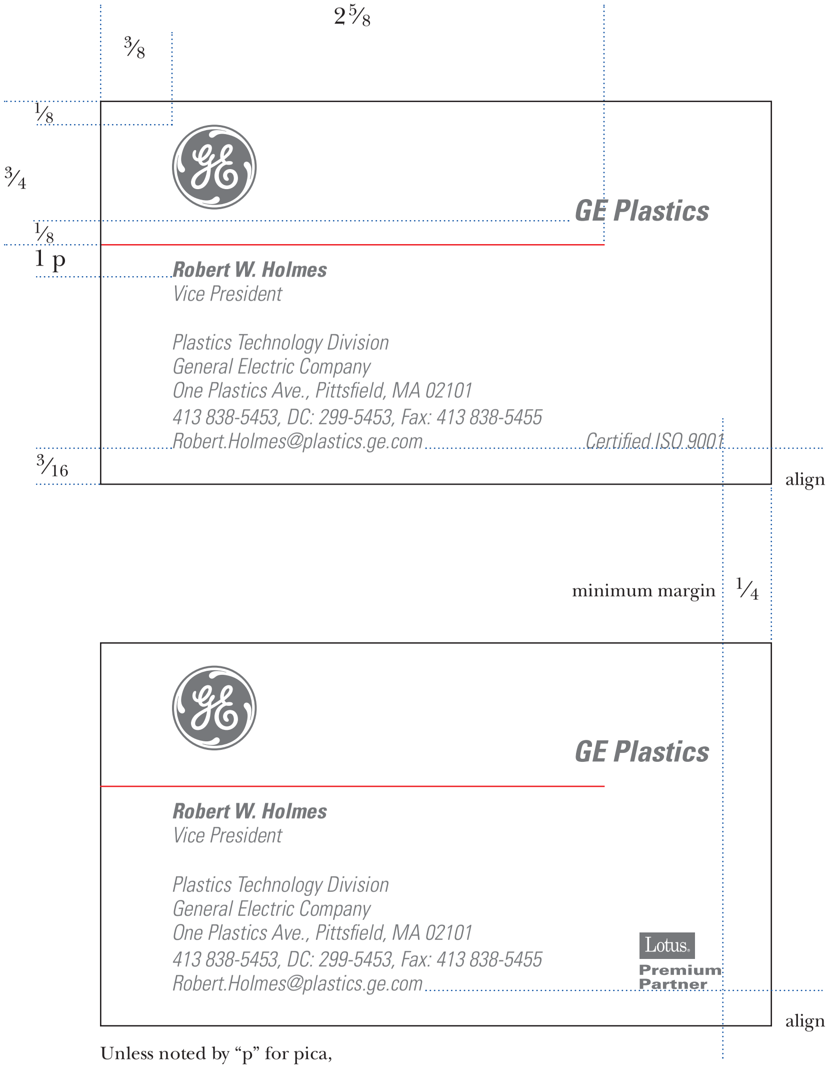
Address block:
8/9 point Univers 48

Color
All elements: Black

Paper Stock
Medium-grey standard mailing envelope

Reproduction
Offset lithography

Large Mailing Envelope **261**.60
for North American Components & Affiliates


2⅝
⅜
⅛
¾
⅛
1 p
³⁄₁₆
GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com
Certified ISO 9001
align
minimum margin
¼
Lotus.
Premium Partner
align

Unless noted by "p" for pica, dimensions are given in inches.

Size 2" x 3½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed*

Individual's name:
8/9 point Univers 68

Individual's title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Certification (optional):
8/9 point Univers 48

Notes:

- The preferred form of certification is a statement, as shown in the example at the top left. Instead, a certification logo may be used as shown in the example at the bottom left.
- A certification statement or logo may reduce the space available for the address block.
- See page 35 for guidelines on using certification logos.

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography and certification logos (if used):
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

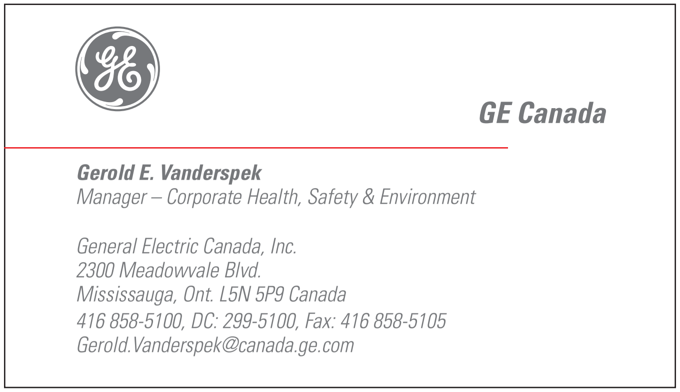
Reproduction
Standard:
Offset lithography

Executive: Engraving

continued

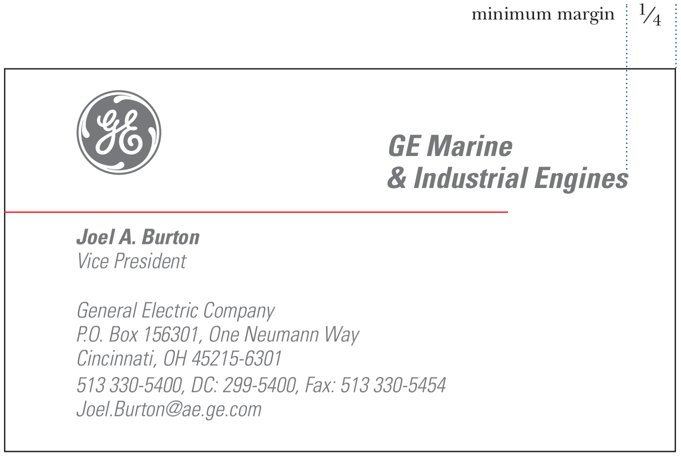
*To lower the cost of reproducing the standard business card, the Laser Line, 16 ½ picas in length, is preprinted on large quantities of business card blanks. The standard business card reproduction cost includes only the additional one-color (Platinum Grey) imprint of the other elements listed at the left. Note: The Laser Line may not be shortened, and other colors may not be used.

At an additional cost, business cards may be custom-printed with information in Platinum Grey on the back. Note: Other colors may not be used.


GE Canada

Gerold E. Vanderspek
Manager – Corporate Health, Safety & Environment

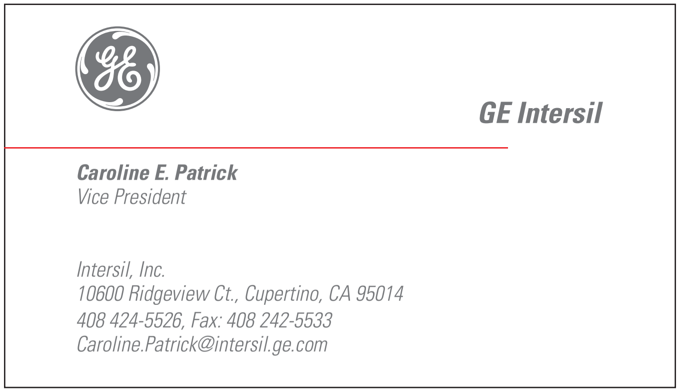
General Electric Canada, Inc.
2300 Meadowvale Blvd.
Mississauga, Ont. L5N 5P9 Canada
416 858-5100, DC: 299-5100, Fax: 416 858-5105
Gerold.Vanderspek@canada.ge.com


minimum margin
1/4

GE Marine
& Industrial Engines

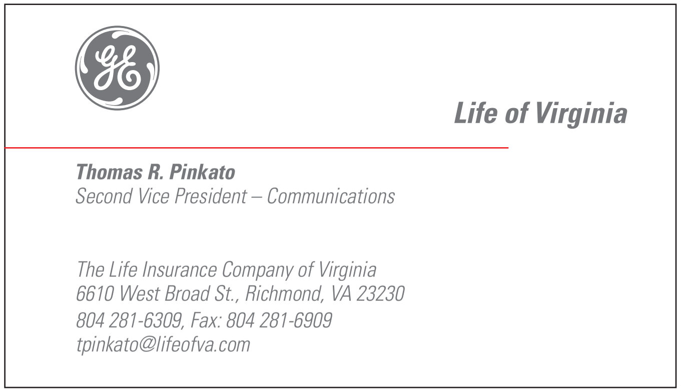
Joel A. Burton
Vice President

General Electric Company
P.O. Box 156301, One Neumann Way
Cincinnati, OH 45215-6301
513 330-5400, DC: 299-5400, Fax: 513 330-5454
Joel.Burton@ae.ge.com


GE Intersil

Caroline E. Patrick
Vice President

Intersil, Inc.
10600 Ridgeview Ct., Cupertino, CA 95014
408 424-5526, Fax: 408 242-5533
Caroline.Patrick@intersil.ge.com

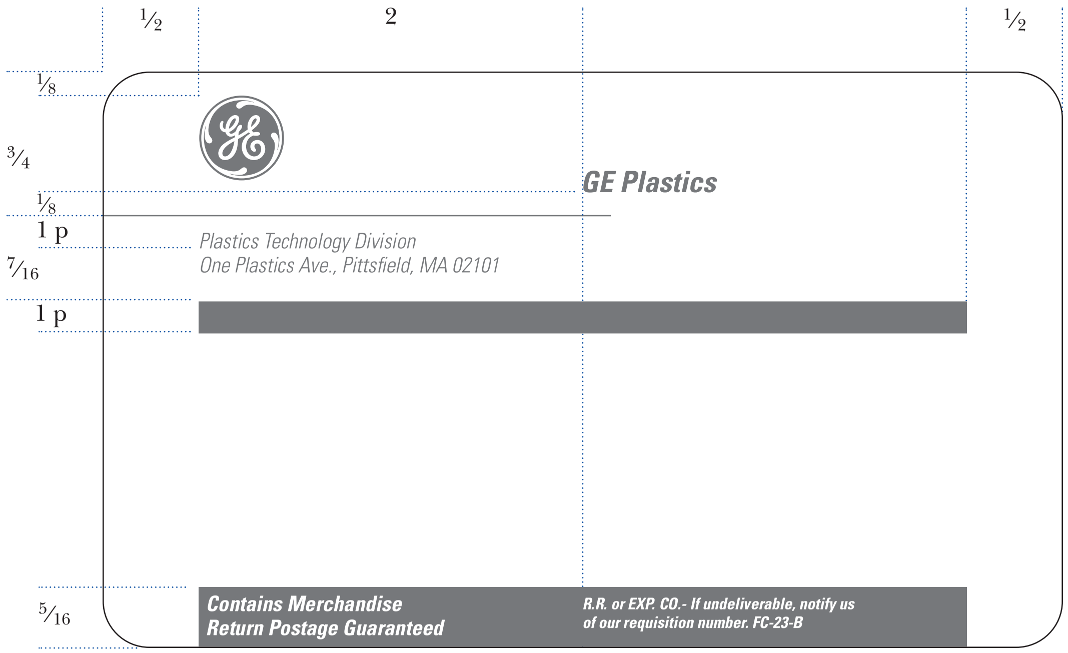

Life of Virginia

Thomas R. Pinkato
Second Vice President – Communications

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230
804 281-6309, Fax: 804 281-6909
tpinkato@lifeofva.com

Dimensions are given in inches.

The GE Intersil business card is shown for demonstration purposes only.


½
2
½
⅛
¾
⅛
1 p
7⁄16
1 p
5⁄16
GE Plastics
Plastics Technology Division
One Plastics Ave., Pittsfield, MA 02101
Contains Merchandise
Return Postage Guaranteed
R.R. or EXP. CO.- If undeliverable, notify us
of our requisition number. FC-23-B

Unless noted by "p" for pica,
dimensions are given in inches.

Size 5" x 3"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 16½ picas with bleed

Address block:
8/9 point Univers 48, maximum line length 2⅛ inches

"Contains Merchandise…":
8/9 point Univers 68

"R.R. or EXP.CO…":
6/7 point Univers 68

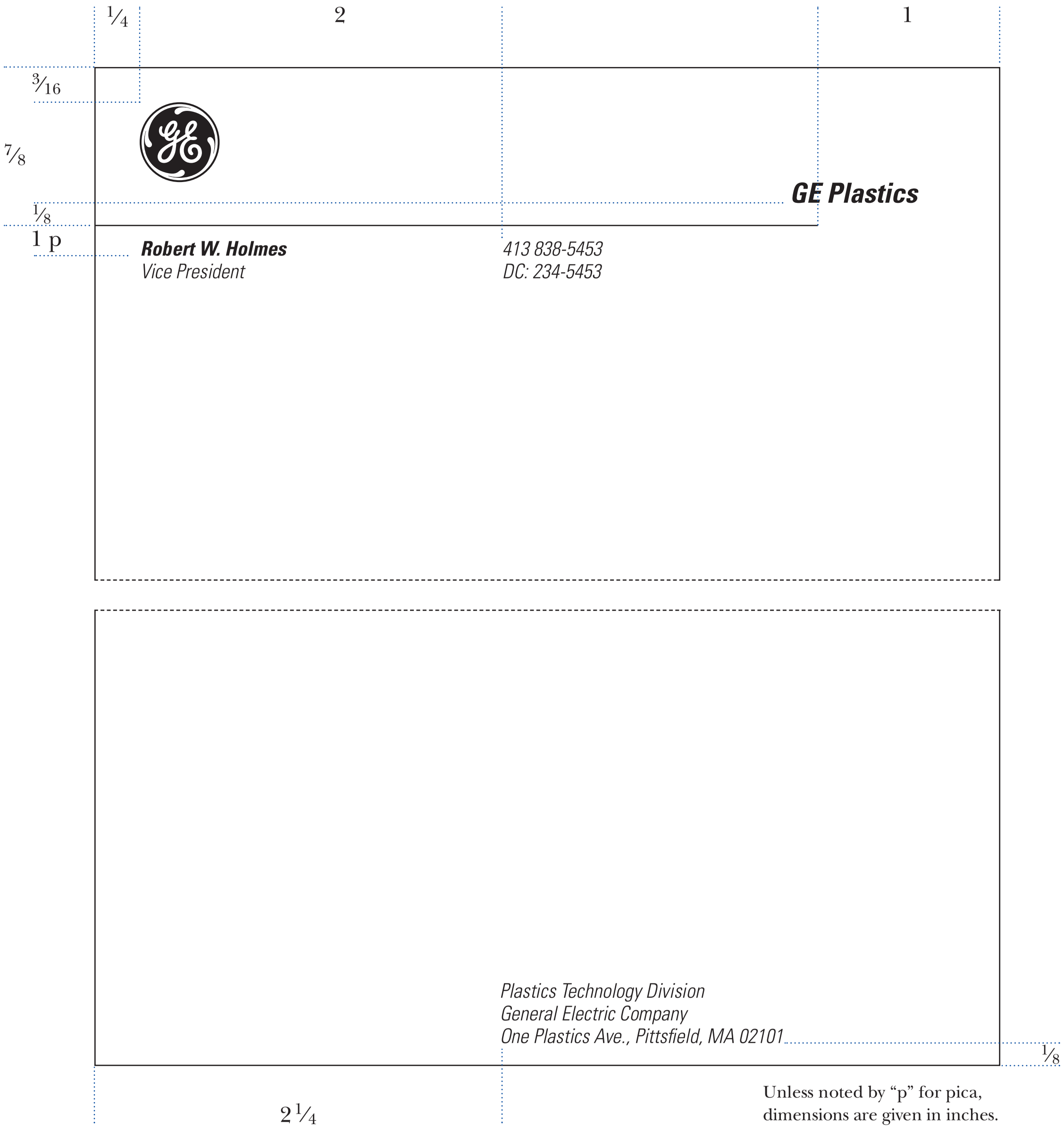
Color
Match color samples for Platinum Grey, available from the GE Identity Website or Hotline.

All elements:
Platinum Grey

Paper Stock
Starliner Scenario, White Vellum, 60 lb. label stock

Reproduction
Offset lithography

Note Pad, Alternative 1 **261**.82
for North American Components & Affiliates


1⁄4
2
1
3⁄16
7⁄8
1⁄8
1 p
GE Plastics
Robert W. Holmes
Vice President
413 838-5453
DC: 234-5453
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
1⁄8
2 1⁄4

Unless noted by “p” for pica,
dimensions are given in inches.

Size 5" x 7”

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48 (Note: For a layout with a long name, see page 83.)

Laser Line: 1⁄2-point rule, 24 1⁄2 picas with bleed

Individual’s name:
8/9 point Univers 68

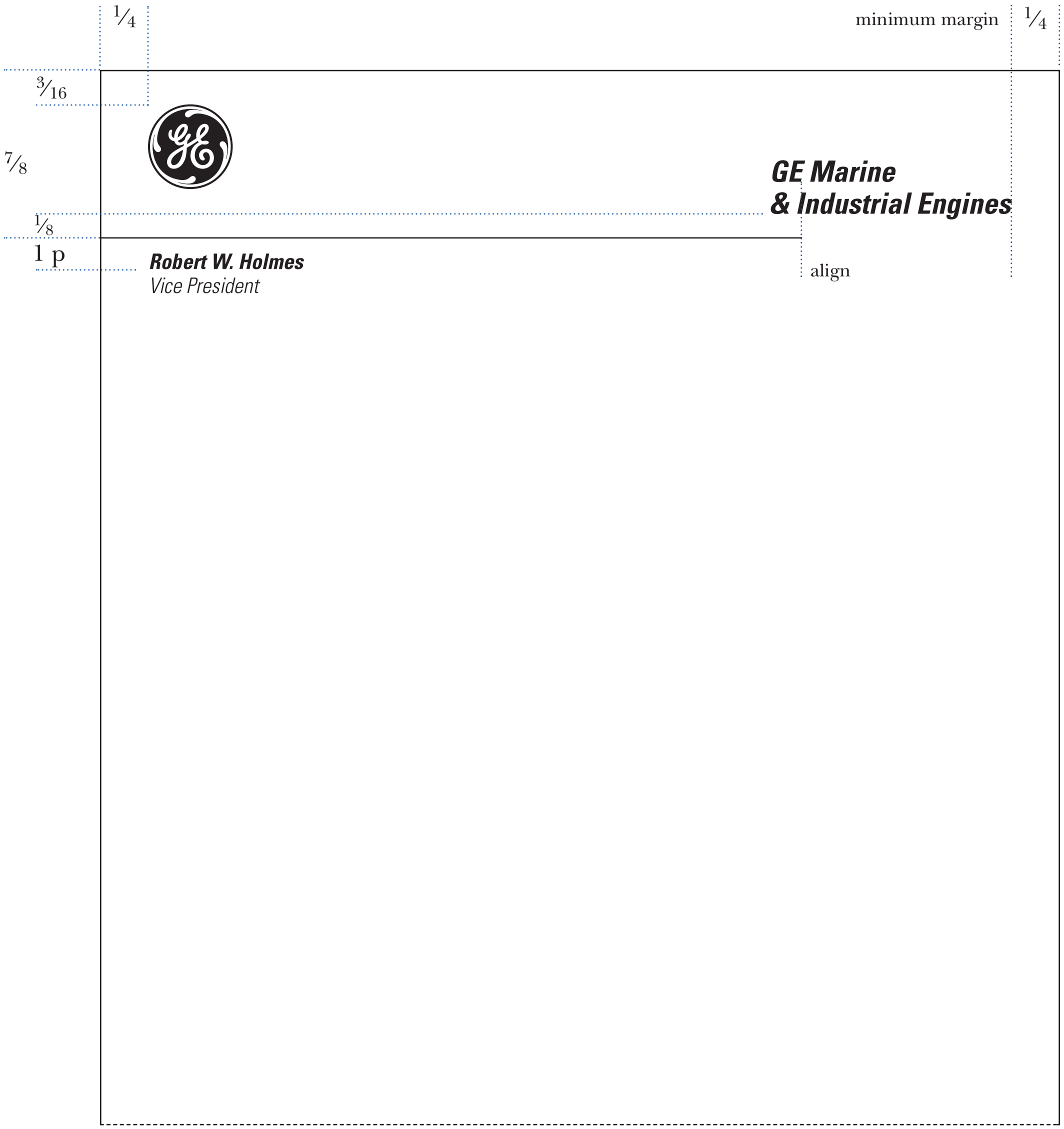
Individual’s title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
All elements: Black

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography


1/4
minimum margin
1/4
3/16
7/8
1/8
1 p
GE Marine
& Industrial Engines
Robert W. Holmes
Vice President
align

Unless noted by “p” for pica,
dimensions are given in inches.

Size 5" x 7"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48 (Note: For a layout with a short name, see page 82.)

Laser Line: 1/2-point rule, 24 1/2 picas with bleed

Individual’s name:
8/9 point Univers 68

Individual’s title:
8/9 point Univers 48

Color
All elements: Black

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography

Stationery

for Corporate Staff

These stationery standards apply to all corporate staff functions.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company's audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company's organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE's commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help to

- **simplify and clarify** information by standardizing its presentation
- **streamline and modernize** the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
- **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation
- **unify** the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity

Contents

General Guidelines **262**.10

Copy Preparation **262**.11

Typesetting Specifications **262**.20

Layout & Specifications:

Letterhead **262**.31
Letterhead with Individual's Name **262**.36
Second Sheet **262**.37
Monarch Letterhead **262**.38
Internal Letterhead **262**.39

Envelope **262**.51
Envelope with Individual's Name **262**.54
Monarch Envelope **262**.55
Internal Envelope **262**.56

Business Card **262**.71

Standard & Executive Stationery
For several items shown on the following pages, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the

- paper stock
- reproduction method

Personalized Stationery
Letterheads and envelopes imprinted with an individual's name and, if desired, title are personalized stationery. Note: Personalization is not restricted to executive stationery items.

Stationery Supplier

Relief Printing has been designated through GE's formal bid process as the single-source supplier of all GE stationery used by corporate staff.

This supplier stocks the custom watermarked paper used for GE letterheads and all the other papers used for GE stationery.

To place an order for GE stationery, contact

Relief Printing
GE Customer Service
64 North Conahan Drive
Hazleton, Pennsylvania 18201
800 538-1099

To save time and expense, take great care at each step in the process of preparing stationery:

- **Typewrite copy** for the typographer or printer neatly and correctly according to the guidelines on pages 11 and 12.
- **Include complete and accurate typesetting specifications and/or typesetting examples,** appearing on page 20, with all copy given to the typographer or printer. When the typesetting is returned by the supplier, check and double-check it for correct content and form.
- **Follow the layout and dimensions** given for each item on pages 31 to 71. Carefully check layouts provided by an outside supplier against the dimensions in this document.

  Note: Layout drawings are shown at actual size except when noted.
- **Include paper stock, ink color, and reproduction specifications,** appearing on pages 31 to 71, with all camera-ready artwork. Attach to all artwork color samples for visual matching, available from the GE Identity Website or Hotline.
- **Before the printer undertakes a production run for any stationery item,** request a proof of the item and carefully check and double-check it.

```
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992
Andrew.Harman@corporate.ge.com

Andrew J. Harman
Manager
```

To ensure that the names and addresses used on corporate stationery are complete and correct, follow these guidelines when preparing copy for the typographer or printer. When copy is prepared properly, it resembles the example above.

Note: Whereas all component and affiliate stationery items feature a communicative name, stationery for corporate staff does not.
No name is used above the Laser Line in the graphic signature at the top of a stationery item. Instead, the name of the corporate function appears in the address block.

Type the address block to contain specific information on each line as described below. Each line can contain approximately 53 characters (*including* punctuation and spaces between words). If the information requires more characters than will fit on one line, use two lines, breaking them as described below.

- **The first line contains the name of the corporate function.**
- **The second line contains the legal name, "General Electric Company."**
- **The third line contains the complete address,** providing it does not exceed 53 characters. This line includes the street address, city, state, and postal code. To facilitate this one-line setting, do the following:

- *Use abbreviations.* If common names were used in the corporate address, they would be abbreviated using "Blvd." for Boulevard, "Ave." for Avenue, "St." for Street, "Ln." for Lane, "N." for North, "NW" for Northwest, and so on. Use the approved two-letter postal abbreviation for the state name.
- *Use commas to correctly punctuate the address.*

If the complete corporate address could not fit on one line of approximately 53 characters, two lines would be used:
· *On the third line,* the post office box number *(if required)*, street address, and suite number *(if required)* would appear.
· *On the fourth line,* the city, state, and postal code would appear.

continued

Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992
Andrew.Harman@corporate.ge.com

Andrew J. Harman
Manager

- **The next line contains the telephone and other communication numbers.** Use a comma and a single space to separate consecutive telephone and communication numbers on one line. If the required numbers cannot fit on one line of approximately 53 characters, use two or more lines.

  Note: To avoid clutter, list only the telephone and other communication numbers required to conduct business. Generally, such required numbers include only the telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.

  - *For the telephone number,* type the telephone area code without parentheses, use a space between the area code and the prefix, and type a hyphen between the prefix and the last four digits.
  - *For Dial Comm numbers (if used),* type the abbreviation and colon "DC:" in capital letters, use a space to separate the colon from the number, and type a hyphen to separate the prefix from the last four digits.
  - *For other communication numbers (if used),* use the following words in capital and lowercase letters and a colon preceding the numbers:
    · "Fax:" for facsimile numbers
    · "Pager:" for pager numbers
    · "Cell:" for cellular telephone numbers
    · "Home:" for residential telephone numbers
    Use a space to separate the colon from the number, typed like the telephone number, above.

- **The next line contains the individual's e-mail address** (if used). Type the address using capital and lowercase letters for the individual's name and all lowercase letters for the balance of the address with no word spaces. Note: The unique form of the e-mail address clearly identifies it, making a label redundant; do not use the word "e-mail" or "Internet" with the address.

Type the individual's name (if used) on one line, using capital and lowercase letters. An individual may use any combination of initials, nicknames, and full names, as desired.

Type the individual's title (if used) on the next line, using capital and lowercase letters. If the title cannot fit on one line of approximately 53 characters, use two lines. Generally, when a title consists of a functional description (such as "Manager") and the name of an organizational element, use a small dash (–) with a word space on either side to separate the parts of the title.

Too tight	Correct	Too open
Andrew J. Harman *Manager*	***Andrew J. Harman*** *Manager*	***Andrew J. Harman*** *Manager*
Corporate Marketing Communications *General Electric Company* *3135 Easton Turnpike, Fairfield, CT 06431* *203 373-3056, DC: 229-3056, Fax: 203 373-2992* *Andrew.Harman@corporate.ge.com*	*Corporate Marketing Communications* *General Electric Company* *3135 Easton Turnpike, Fairfield, CT 06431* *203 373-3056, DC: 229-3056, Fax: 203 373-2992* *Andrew.Harman@corporate.ge.com*	*Corporate Marketing Communications* *General Electric Company,* *3135 Easton Turnpike, Fairfield, CT 06431* *203 373-3056, DC: 22903056, Fax: 203 37* *Andrew.Harman@corporate.ge.com*

General Specifications

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the *visual standard* for correct typesetting. When ordering typography, ask your supplier to *visually match* the correct examples on this page.

The correct examples on this page and in the layout drawings on pages 31 to 71 were typeset on an Apple Macintosh computer using the

- QuarkXPress page layout program
- Adobe Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48:*
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of $2\frac{1}{4}$ inches (57mm) or less, as noted in the drawings
+ 1-point line space above telephone numbers

Univers 68:*
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of $2\frac{1}{4}$ inches (57mm) or less, as noted in the drawings

Laser Line: $\frac{1}{2}$-point rule
(Note: Allow for bleed when typesetting the rule.)

continued

---

*In computer typesetting, other names may be used, such as
- *for Univers 68*, Univers (67) Condensed Bold Oblique
- *for Univers 48*, Univers (47) Condensed Light Oblique

Corporate Function, Name, & Address

Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

The name of the corporate function, legal name, and address are typeset in 8/9 Univers 48 to match the correct example on page 20.

Note: The complete typeset address is placed on a single line, provided it does not exceed 2¼ inches (57mm). The complete address includes the post office box number (if required), street address, suite number (if required), city, state, and postal code. To facilitate this one-line setting, do the following:

- *Use abbreviations.* Use “Blvd.” for Boulevard and “N.” for North, for example; use approved two-letter postal abbreviations for all state names; do not abbreviate country names.
- *Use commas to correctly punctuate the address.*

A longer address would be placed on two lines. One line would contain the post office box number (if required), street address, and suite number (if required). The other line would contain the city, state, and postal code.

Telephone & Communication Numbers

Telephone and other communication numbers appear on one line, provided the length of the typeset line does not exceed 2¼ inches (57mm); otherwise, two lines are used.

Telephone/communication numbers are typeset in 8/10 Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive telephone or communication numbers on one line.

203 373-3056

- **The telephone number** area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

DC: 229-3056

- **The Dial Comm number** is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 203 373-2992

- **The facsimile number** is preceded by “Fax:” and a word space, and it is typeset like the telephone number.

Pager: 203 838-2123

- **Other communication numbers** are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992

The first line of telephone and communication numbers is positioned flush left below the address block, separated by an additional 1 point of line space, as shown above.

continued

E-mail address
(if used)

Andrew.Harman@corporate.ge.com

The individual's e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the individual's name, but only lowercase letters are used for the balance of the address Word spaces are not used.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either

- *if there is enough space,* below the last line of communication numbers
- *if space is limited,* as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

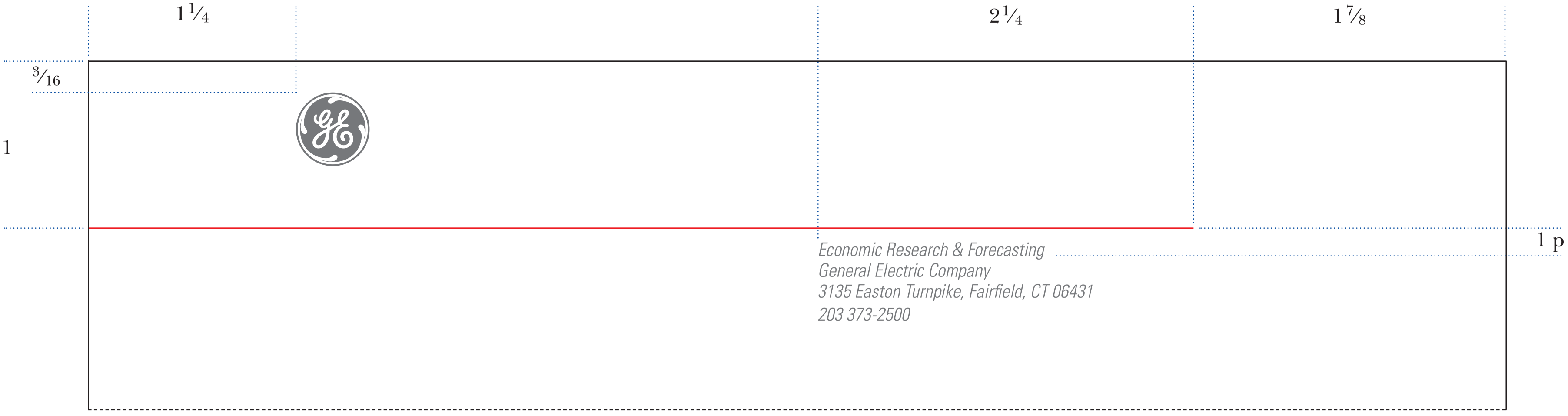
Individual's Name & Title (if used)

Andrew J. Harman
Manager

The individual's name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 2¼ inches (57mm), it appears on one line; otherwise, two lines are used.

Syndi Beth Doctors
Manager – Corporate Public Relations

When a title consists of a functional description (such as "Manager") and the name of an organizational element, a small dash (–) with a word space on either side is used to separate the parts of the title.


1¼
2¼
1⅞
3/16
1
1 p
Economic Research & Forecasting
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-2500

Unless noted by "p" for pica,
dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

Note: Letterheads used by affiliates attached to corporate staff components (for example, GE Property Management or GE Ceramics) carry the communicative name above the Laser Line, similar to North American components. See document **261**, *Stationery for North American Components & Affiliates*, page 31.

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

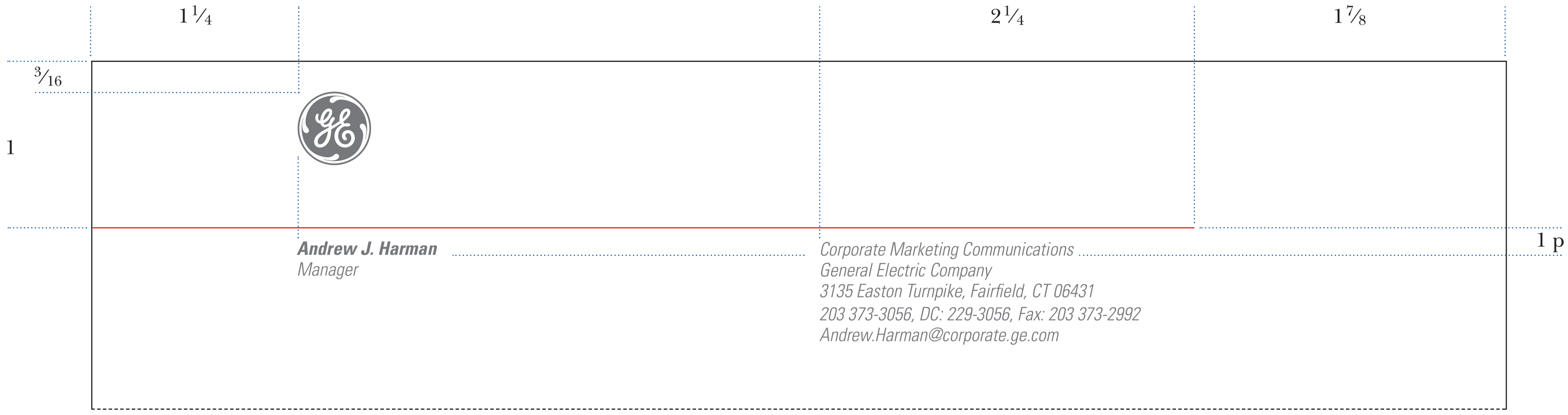
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving


1¼
2¼
1⅞
3/16
1
1 p
Andrew J. Harman
Manager
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992
Andrew.Harman@corporate.ge.com

Unless noted by "p" for pica,
dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

Individual's name:
8/9 point Univers 68

Individual's title (optional):
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

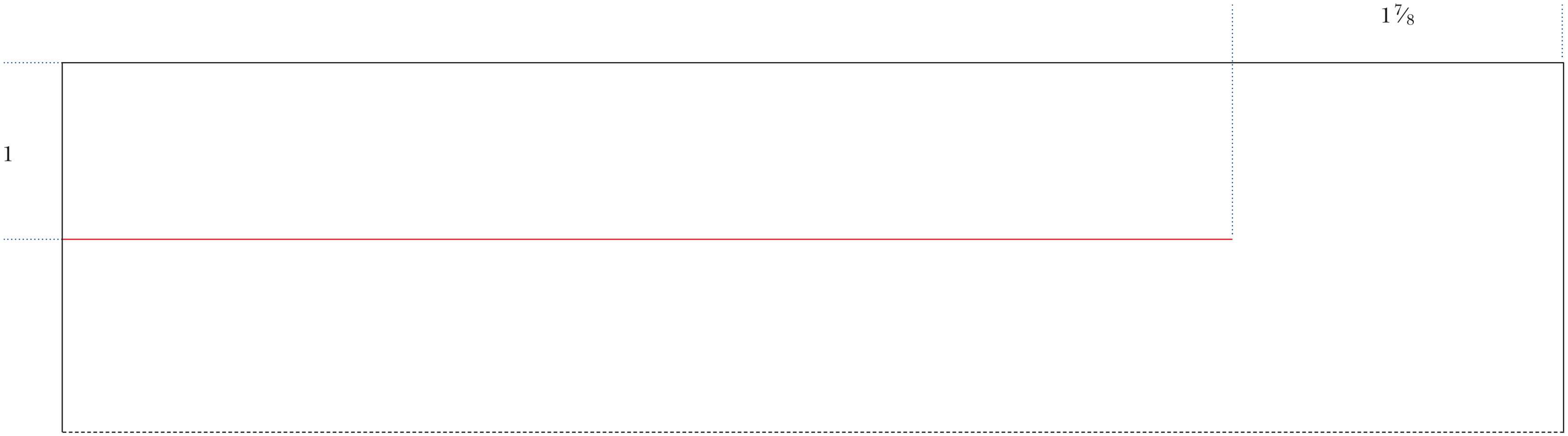
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving



Dimensions are given in inches.

Size 8½" x 11"

Typography
Laser Line: ½-point rule, 40½ picas with bleed

Color
Match color samples for Laser Red, available from the GE Identity Website or Hotline.

Laser Line: Laser Red

Paper Stock
See page 10 for information on paper stocks.

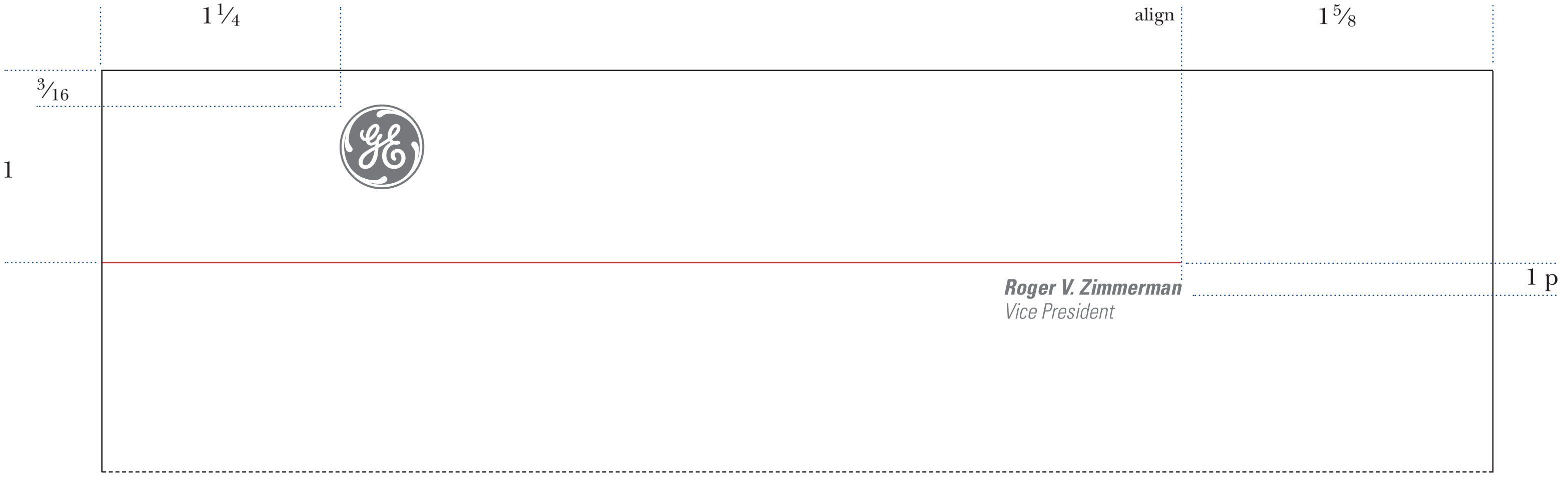
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving

Second Sheet
for Corporate Staff
***262**.37*



Unless noted by “p” for pica,
dimensions are given in inches.

Size 7¼" x 10½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 34½ picas with bleed

Individual’s name:
8/9 point Univers 68

Individual’s title:
8/9 point Univers 48

Position
The longest line of typography in the name and title block aligns flush right with the end of the Laser Line.

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

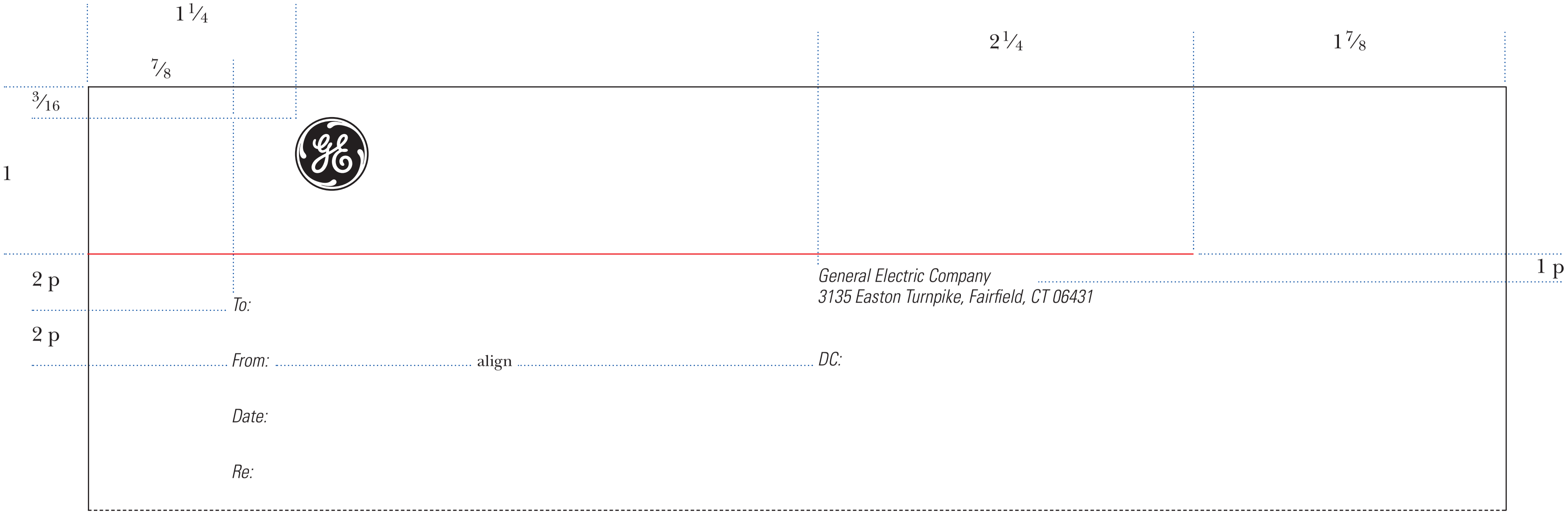
Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving

Monarch Letterhead
for Corporate Staff
262.38


1¼
⅞
2¼
1⅞
3/16
1
2 p
2 p
1 p
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
To:
From:
align
DC:
Date:
Re:

Unless noted by "p" for pica, dimensions are given in inches.

Size 8½" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 40½ picas with bleed

Address block:
8/9 point Univers 48

"To:…" (optional):
8-point Univers 48

Color
Match color samples for Laser Red, available from the GE Identity Website or Hotline.

Monogram: Black

Laser Line: Laser Red

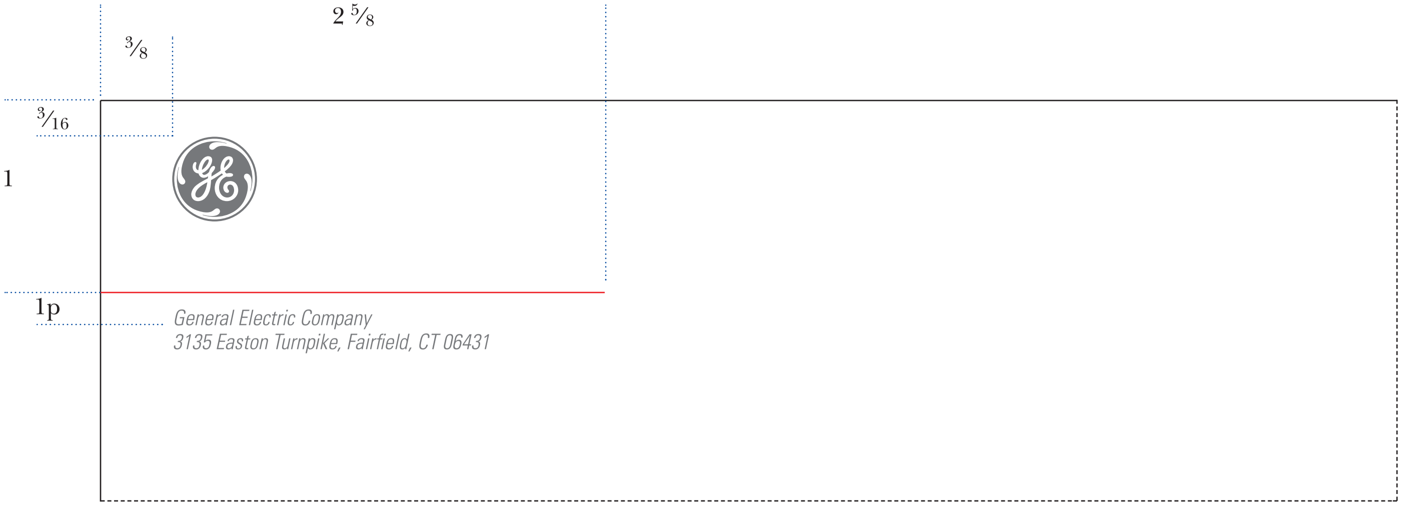
All typography: Black

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography

Note: For second sheets, only the Laser Line is printed in Laser Red according to "Second Sheet," page 37.

Note: Either an unprinted #10 medium-grey standard envelope or the internal envelope, page 56, may be used with the internal letterhead.



Unless noted by "p" for pica,
dimensions are given in inches.

Size 4 1/8" x 9 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

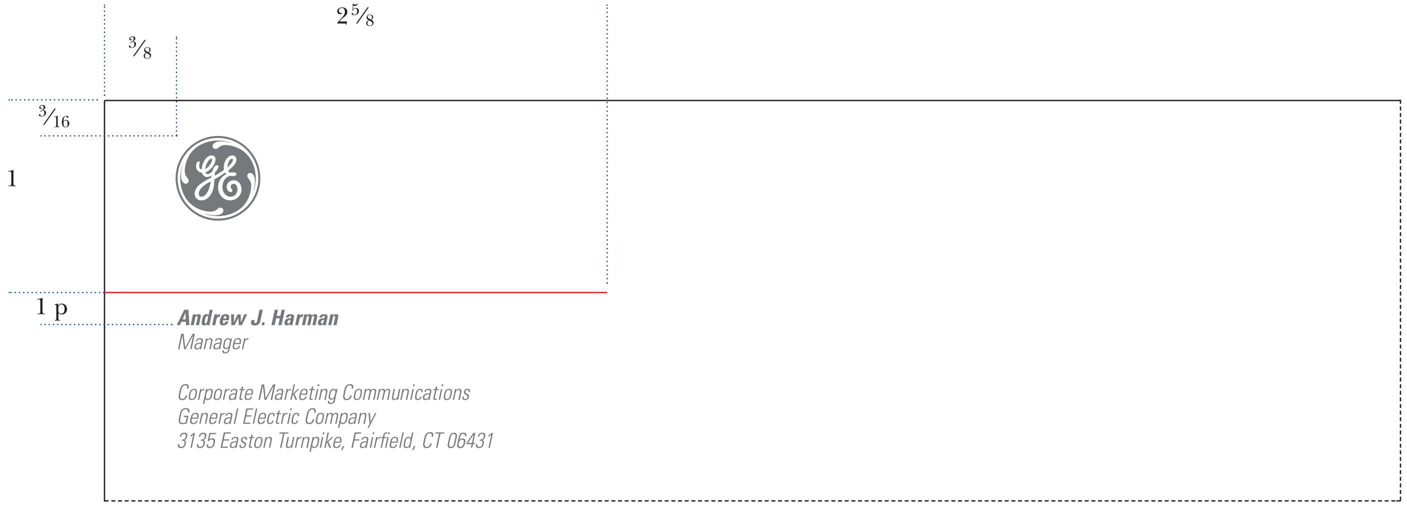
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving

Envelope
for Corporate Staff
262.51


2⅝
⅜
3⁄16
1
1 p
Andrew J. Harman
Manager
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Unless noted by "p" for pica,
dimensions are given in inches.

Size 4⅛" x 9½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 16½ picas with bleed

Individual's name:
8/9 point Univers 68

Individual's title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

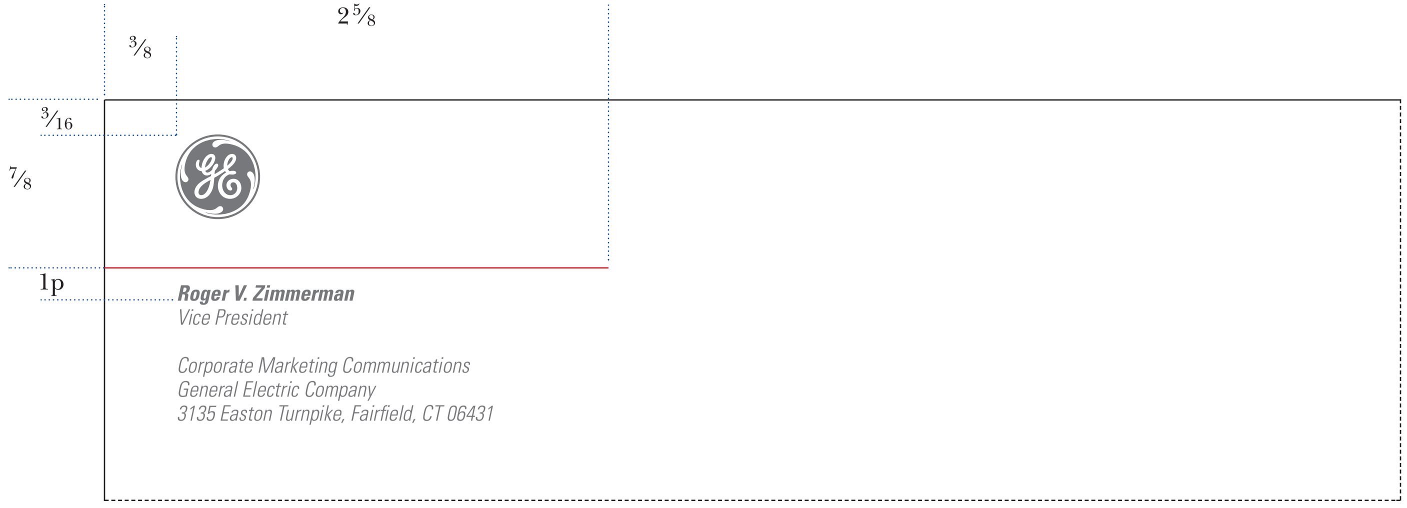
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving


2 5/8
3/8
3/16
7/8
1p
Roger V. Zimmerman
Vice President
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Unless noted by “p” for pica,
dimensions are given in inches.

Size 4 1/8" x 9 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Individual’s name:
8/9 point Univers 68

Individual’s title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

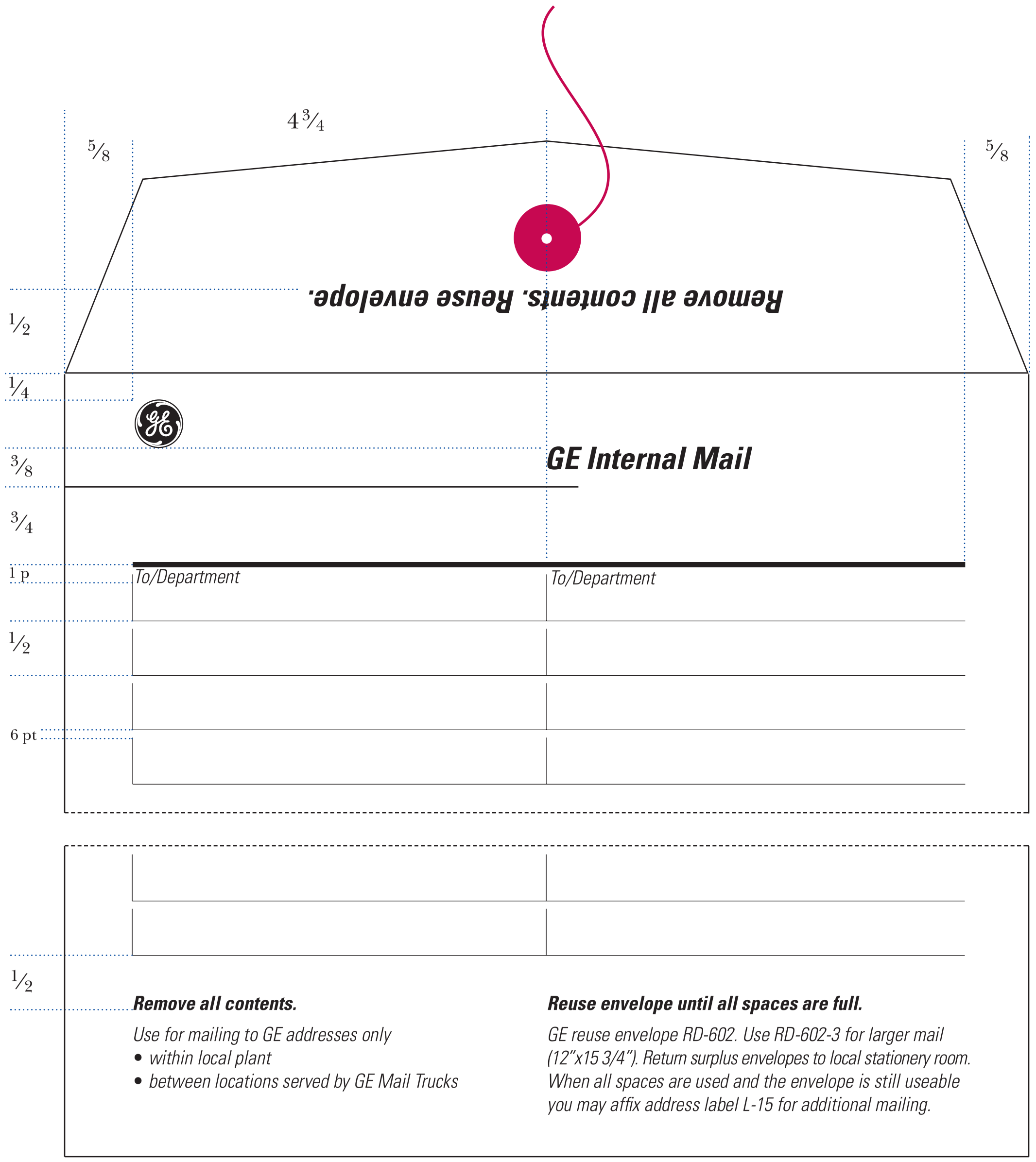
Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving

Monarch Envelope
for Corporate Staff
262.55


4¾
⅝
⅝
½
¼
⅜
¾
1 p
½
6 pt
½
Remove all contents. Reuse envelope.
GE Internal Mail
To/Department
To/Department
Remove all contents.
Use for mailing to GE addresses only
• within local plant
• between locations served by GE Mail Trucks
Reuse envelope until all spaces are full.
GE reuse envelope RD-602. Use RD-602-3 for larger mail (12"x15 3/4"). Return surplus envelopes to local stationery room. When all spaces are used and the envelope is still useable you may affix address label L-15 for additional mailing.

Unless noted by "p" for pica or "pt" for point, dimensions are given in inches.

Note: This drawing is shown at a reduced size.

Size 9½" x 12½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

"GE Internal Mail" and type on flap:
20-point Univers 68

"To/Department" and text below "Remove…" and "Reuse…":
12/14 point Univers 48

"Remove…" and "Reuse…":
14/16 point Univers 68

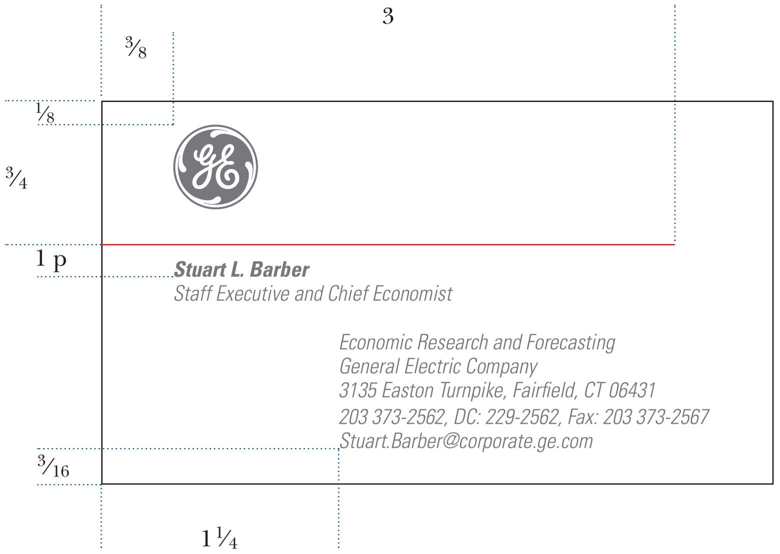
Heavy rule: 4½ points

Laser Line and all other rules: 1½-point rule

Color
All elements: Black

Paper Stock
Medium-grey standard interoffice mail string-and-button envelope

Reproduction
Offset lithography


3
3⁄8
1⁄8
3⁄4
1 p
3⁄16
1 1⁄4
Stuart L. Barber
Staff Executive and Chief Economist
Economic Research and Forecasting
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-2562, DC: 229-2562, Fax: 203 373-2567
Stuart.Barber@corporate.ge.com

Unless noted by "p" for pica,
dimensions are given in inches.

Size 2" x 3½"

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 16½ picas with bleed

Individual's name:
8/9 point Univers 68

Individual's title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Standard:
Offset lithography

Executive: Engraving

Formatting Stationery in North America

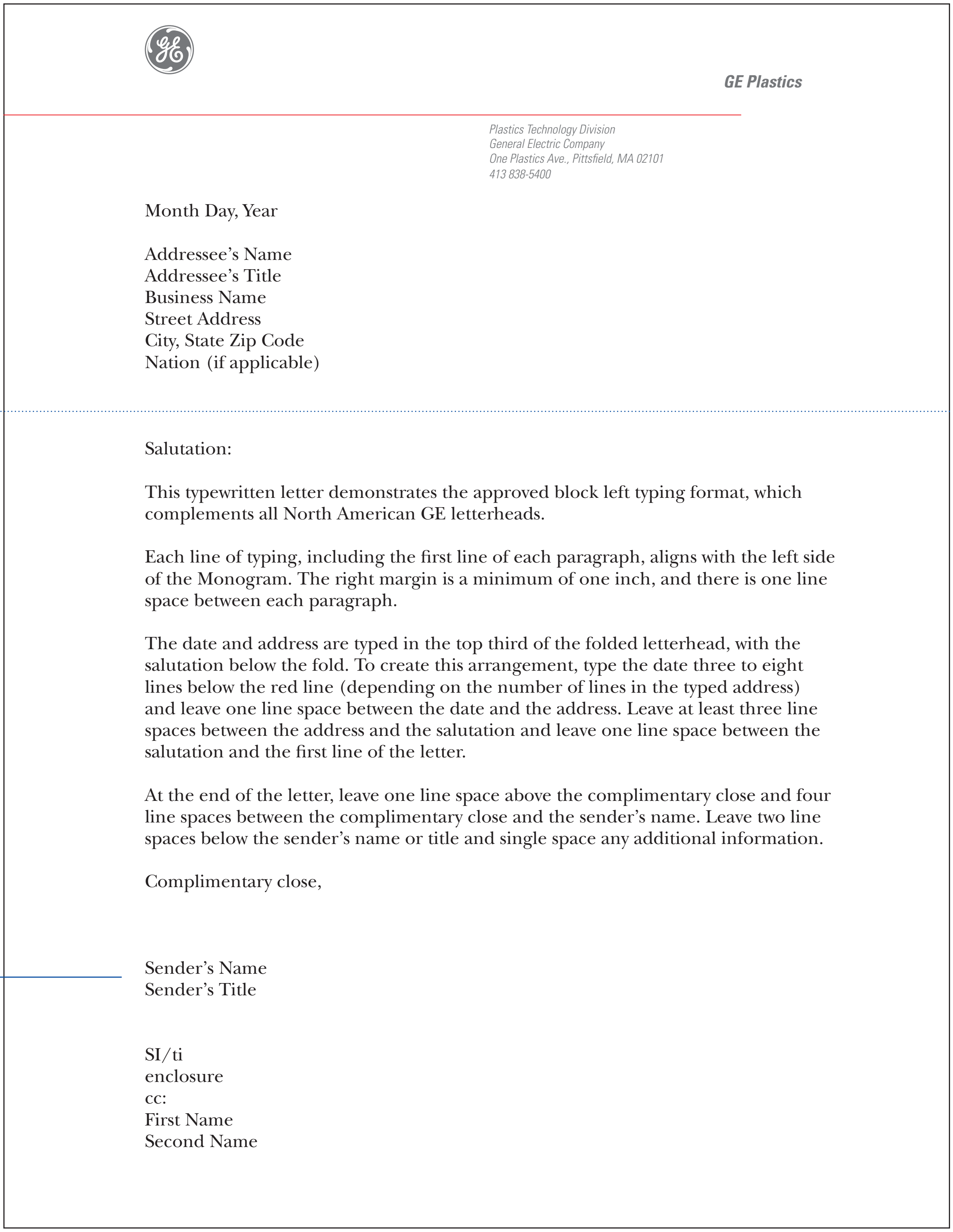
These guidelines apply to formatting letterheads, envelopes, mailing labels, and other stationery items used in North America, including stationery used by corporate staff.

For guidelines on formatting stationery used outside North America, see document **265**, *Formatting Stationery outside North America.*

Formatting Stationery in North America

Contents

Standard Letterhead Format	**263**.02
Standard Second Sheet Format	**263**.03
Monarch Letterhead Format	**263**.04
Internal Letterhead Format	**263**.05
Envelope Formats	**263**.07
News Release Letterhead & Envelope Formats	**263**.10
Mailing Label Format	**263**.11



GE Plastics

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5400

Month Day, Year

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Salutation:

This typewritten letter demonstrates the approved block left typing format, which complements all North American GE letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of one inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to eight lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single space any additional information.

Complimentary close,

Sender's Name
Sender's Title

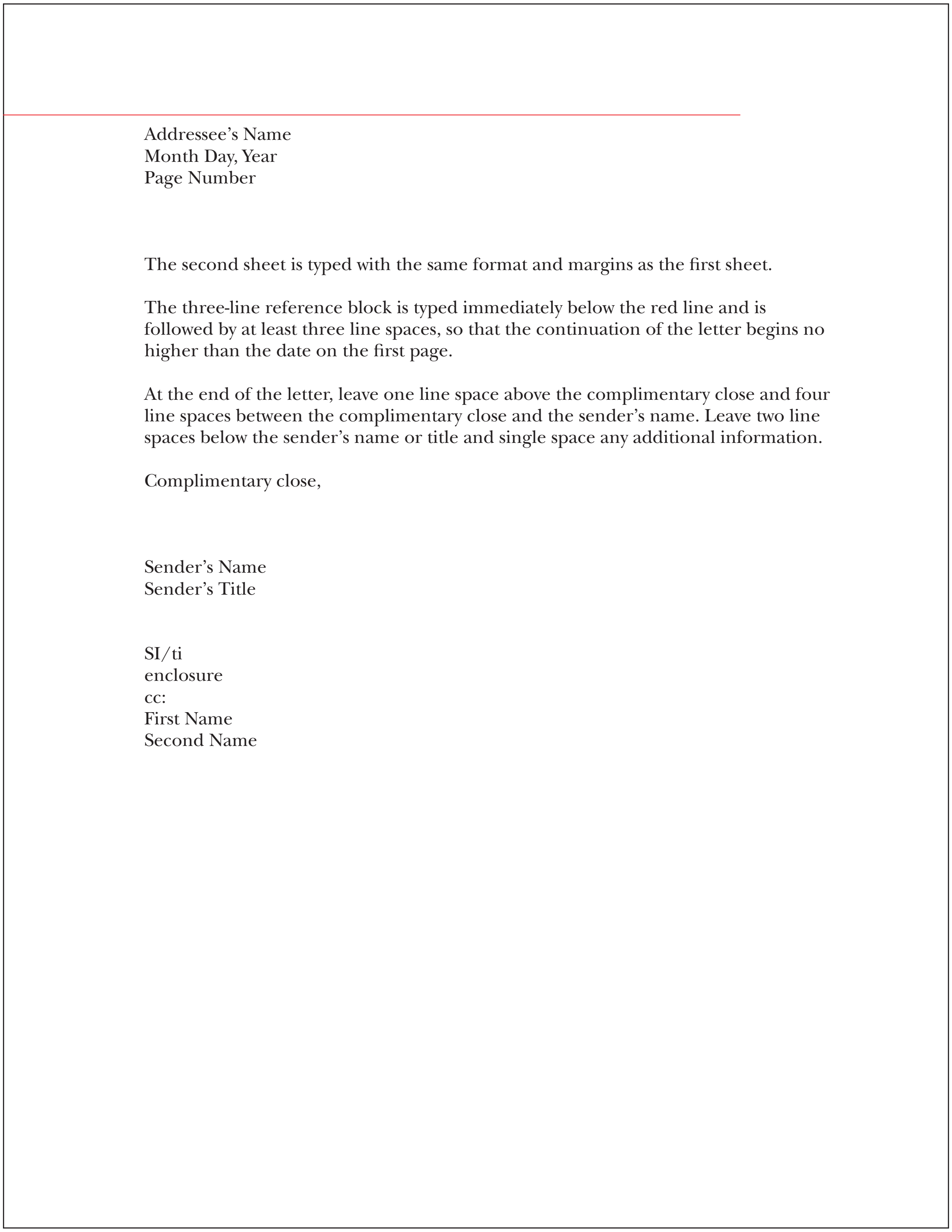
SI/ti
enclosure
cc:
First Name
Second Name

one-third fold line

The salutation and body of the letter always begin below the top third of the folded letterhead.

For short letters, leave more than three line spaces between the address and salutation.

On personalized letterheads, the sender's name and title may be omitted, if desired.



Addressee’s Name
Month Day, Year
Page Number

The second sheet is typed with the same format and margins as the first sheet.

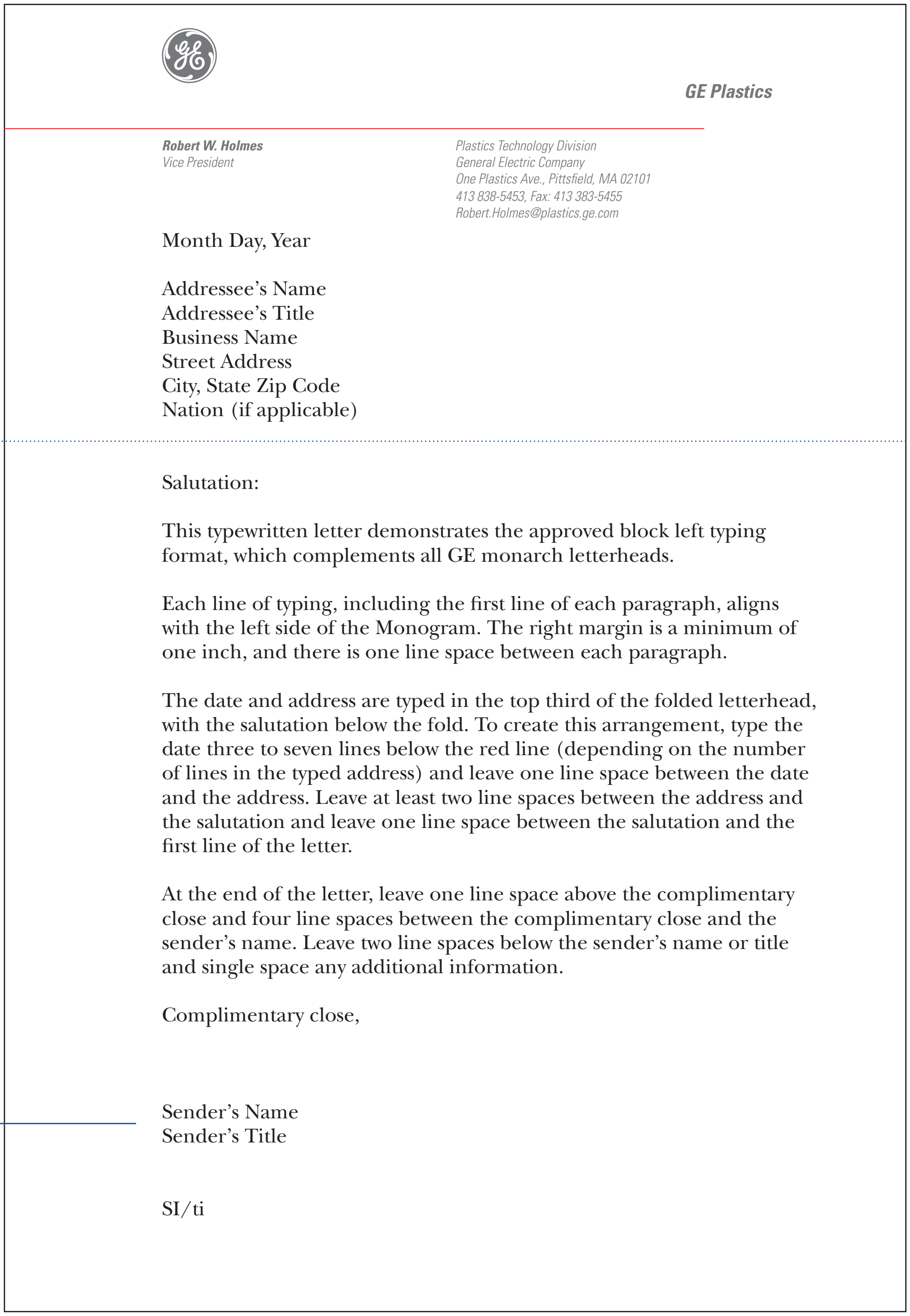
The three-line reference block is typed immediately below the red line and is followed by at least three line spaces, so that the continuation of the letter begins no higher than the date on the first page.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SI/ti
enclosure
cc:
First Name
Second Name



GE Plastics

Robert W. Holmes
Vice President

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, Fax: 413 383-5455
Robert.Holmes@plastics.ge.com

Month Day, Year

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Salutation:

This typewritten letter demonstrates the approved block left typing format, which complements all GE monarch letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of one inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to seven lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least two line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single space any additional information.

Complimentary close,

Sender's Name
Sender's Title

SI/ti

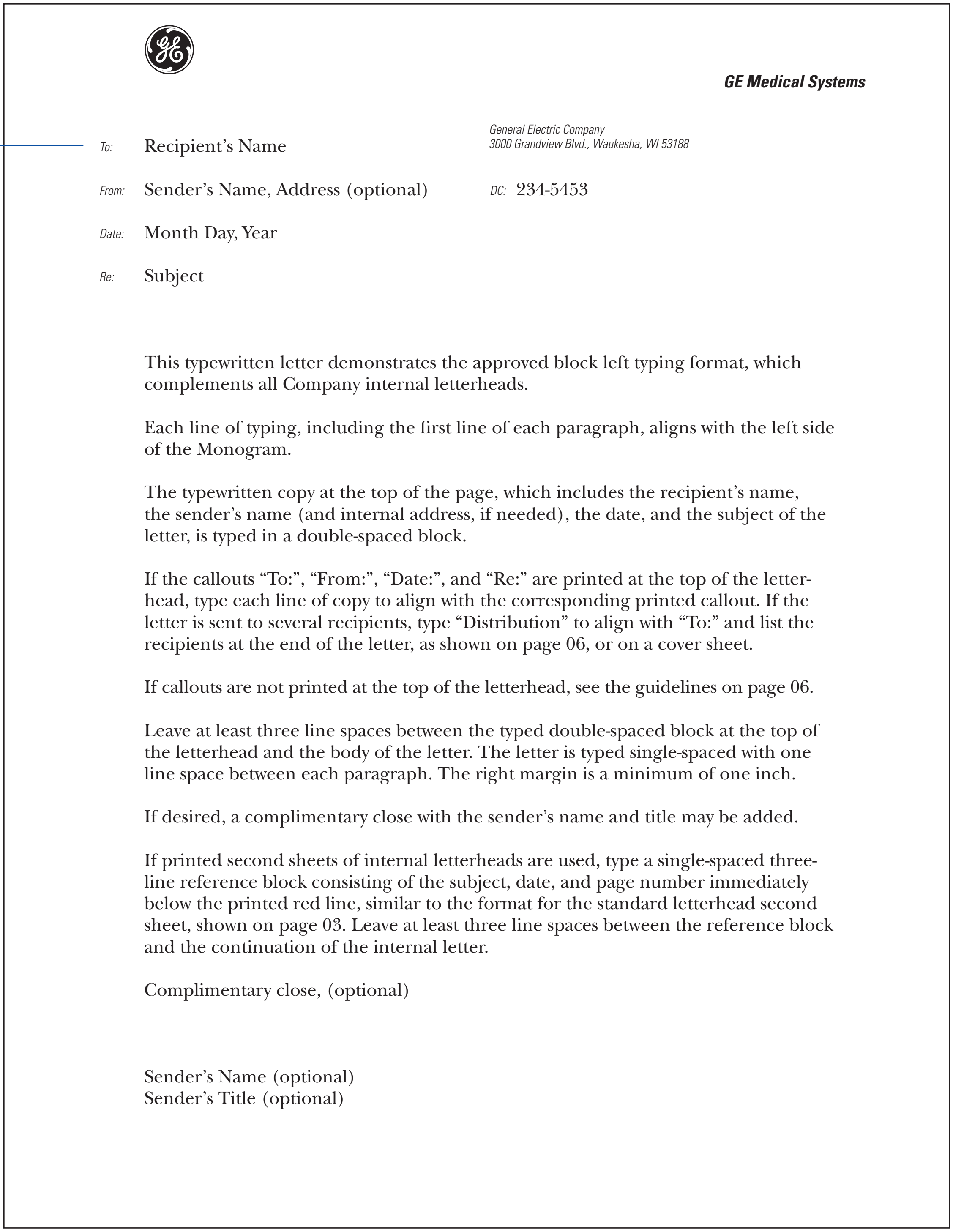
one-third fold line

The salutation and body of the letter always begin below the top third of the folded letterhead.

For short letters, leave more than two line spaces between the address and salutation.

On monarch letterheads, the sender's name and title may be omitted, if desired.

If callouts are not printed on the letterhead, see page 06 for guidelines on typing callouts in the margin.



GE Medical Systems

General Electric Company
3000 Grandview Blvd., Waukesha, WI 53188

To: Recipient's Name

From: Sender's Name, Address (optional) *DC:* 234-5453

Date: Month Day, Year

Re: Subject

This typewritten letter demonstrates the approved block left typing format, which complements all Company internal letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram.

The typewritten copy at the top of the page, which includes the recipient's name, the sender's name (and internal address, if needed), the date, and the subject of the letter, is typed in a double-spaced block.

If the callouts "To:", "From:", "Date:", and "Re:" are printed at the top of the letterhead, type each line of copy to align with the corresponding printed callout. If the letter is sent to several recipients, type "Distribution" to align with "To:" and list the recipients at the end of the letter, as shown on page 06, or on a cover sheet.

If callouts are not printed at the top of the letterhead, see the guidelines on page 06.

Leave at least three line spaces between the typed double-spaced block at the top of the letterhead and the body of the letter. The letter is typed single-spaced with one line space between each paragraph. The right margin is a minimum of one inch.

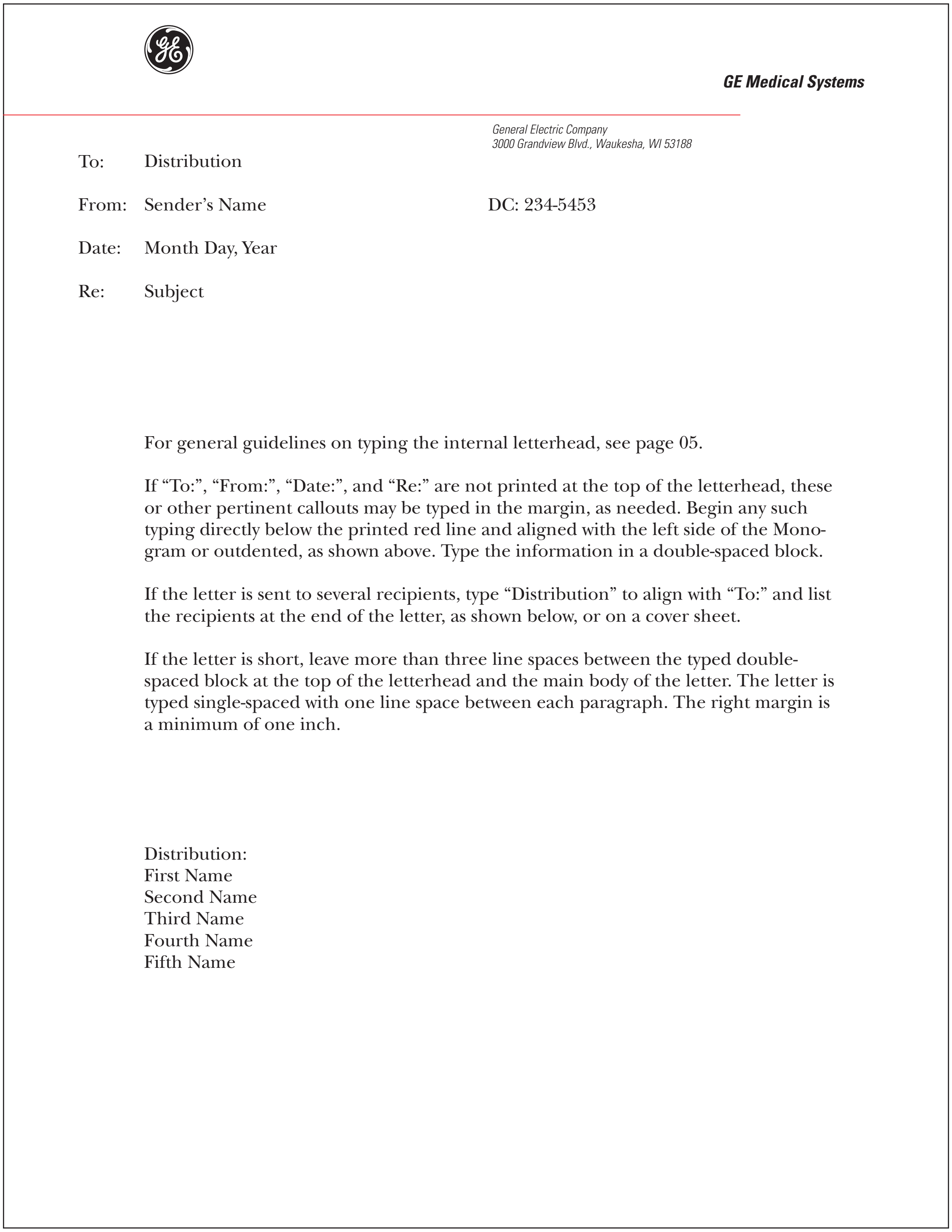
If desired, a complimentary close with the sender's name and title may be added.

If printed second sheets of internal letterheads are used, type a single-spaced three-line reference block consisting of the subject, date, and page number immediately below the printed red line, similar to the format for the standard letterhead second sheet, shown on page 03. Leave at least three line spaces between the reference block and the continuation of the internal letter.

Complimentary close, (optional)

Sender's Name (optional)
Sender's Title (optional)

continued



GE Medical Systems

General Electric Company
3000 Grandview Blvd., Waukesha, WI 53188

To: Distribution

From: Sender’s Name DC: 234-5453

Date: Month Day, Year

Re: Subject

For general guidelines on typing the internal letterhead, see page 05.

If “To:”, “From:”, “Date:”, and “Re:” are not printed at the top of the letterhead, these or other pertinent callouts may be typed in the margin, as needed. Begin any such typing directly below the printed red line and aligned with the left side of the Monogram or outdented, as shown above. Type the information in a double-spaced block.

If the letter is sent to several recipients, type “Distribution” to align with “To:” and list the recipients at the end of the letter, as shown below, or on a cover sheet.

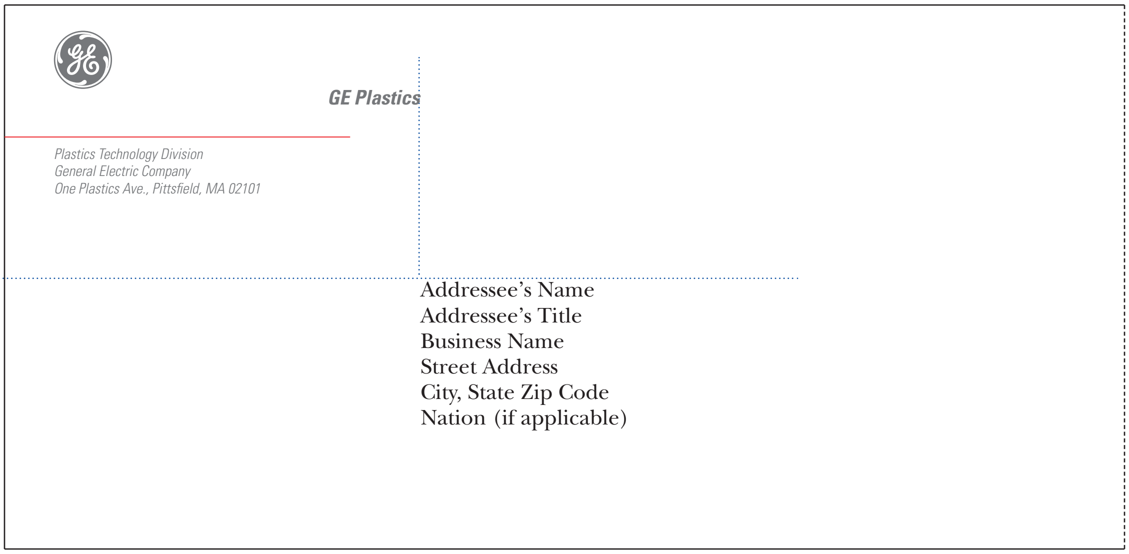
If the letter is short, leave more than three line spaces between the typed double-spaced block at the top of the letterhead and the main body of the letter. The letter is typed single-spaced with one line space between each paragraph. The right margin is a minimum of one inch.

Distribution:
First Name
Second Name
Third Name
Fourth Name
Fifth Name

Standard Envelope

The address is typed to align with the end of the communicative name (for example, "GE Plastics") and begin halfway below the top edge of the envelope.

center line



GE Plastics

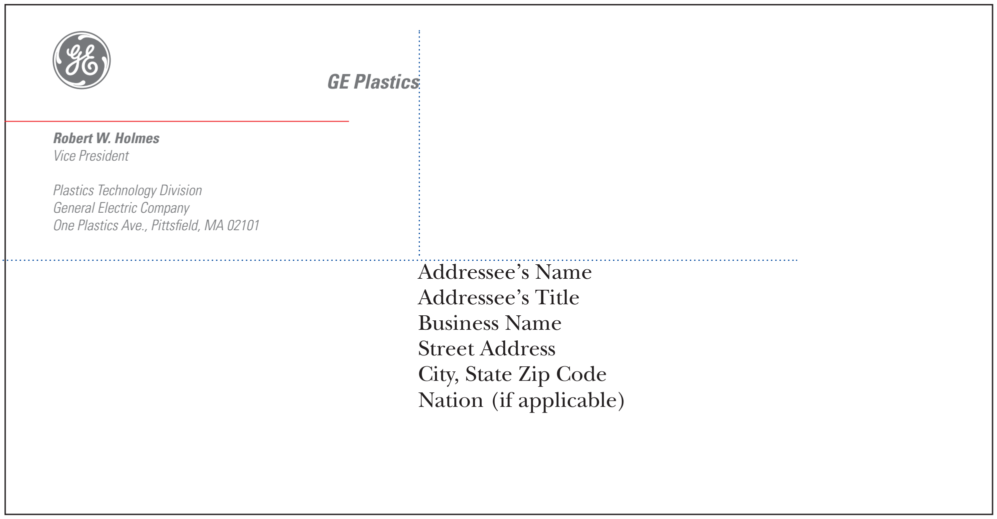
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Monarch Envelope

The address is typed to align with the end of the communicative name (for example, "GE Plastics") and begin halfway below the top of the envelope.

center line



GE Plastics

Robert W. Holmes
Vice President

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

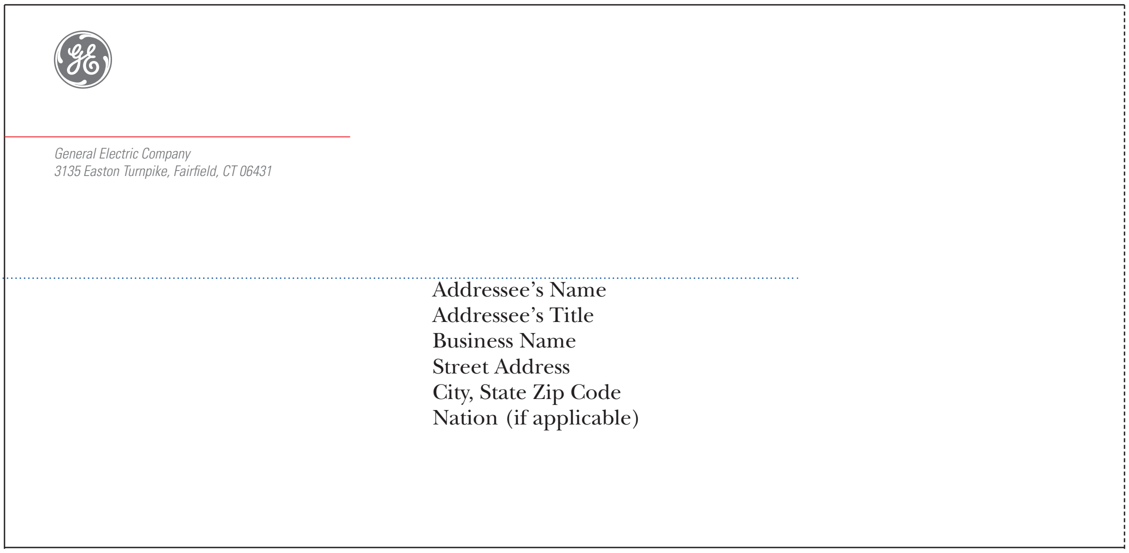
Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

continued

Standard Corporate Envelope

The address is typed 3 1/4 inches from the left edge and begins halfway below the top edge of the envelope.

center line



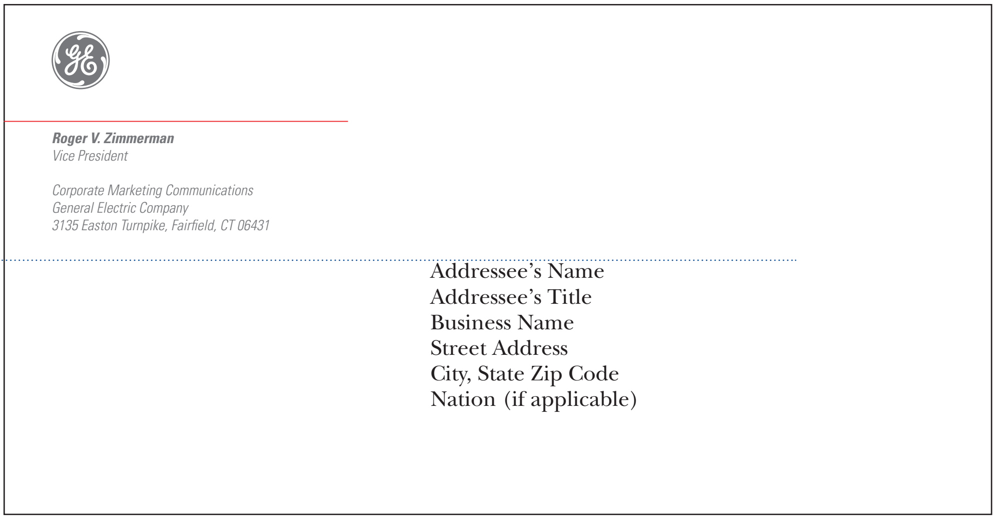
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Corporate Monarch Envelope

The address is typed 3 1/4 inches from the left edge and begins halfway below the top edge of the envelope.

center line



Roger V. Zimmerman
Vice President

Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

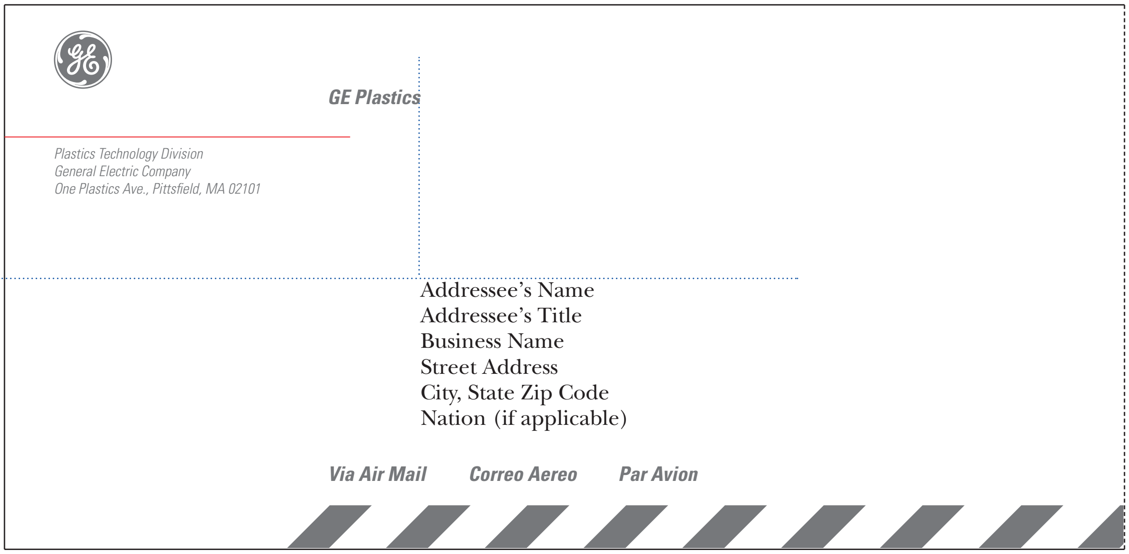
continued

Envelope Formats
in North America, continued

Airmail Envelope

The address is typed to align with the end of the communicative name (for example, "GE Plastics") and begin halfway below the top edge of the envelope.

center line



GE Plastics

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

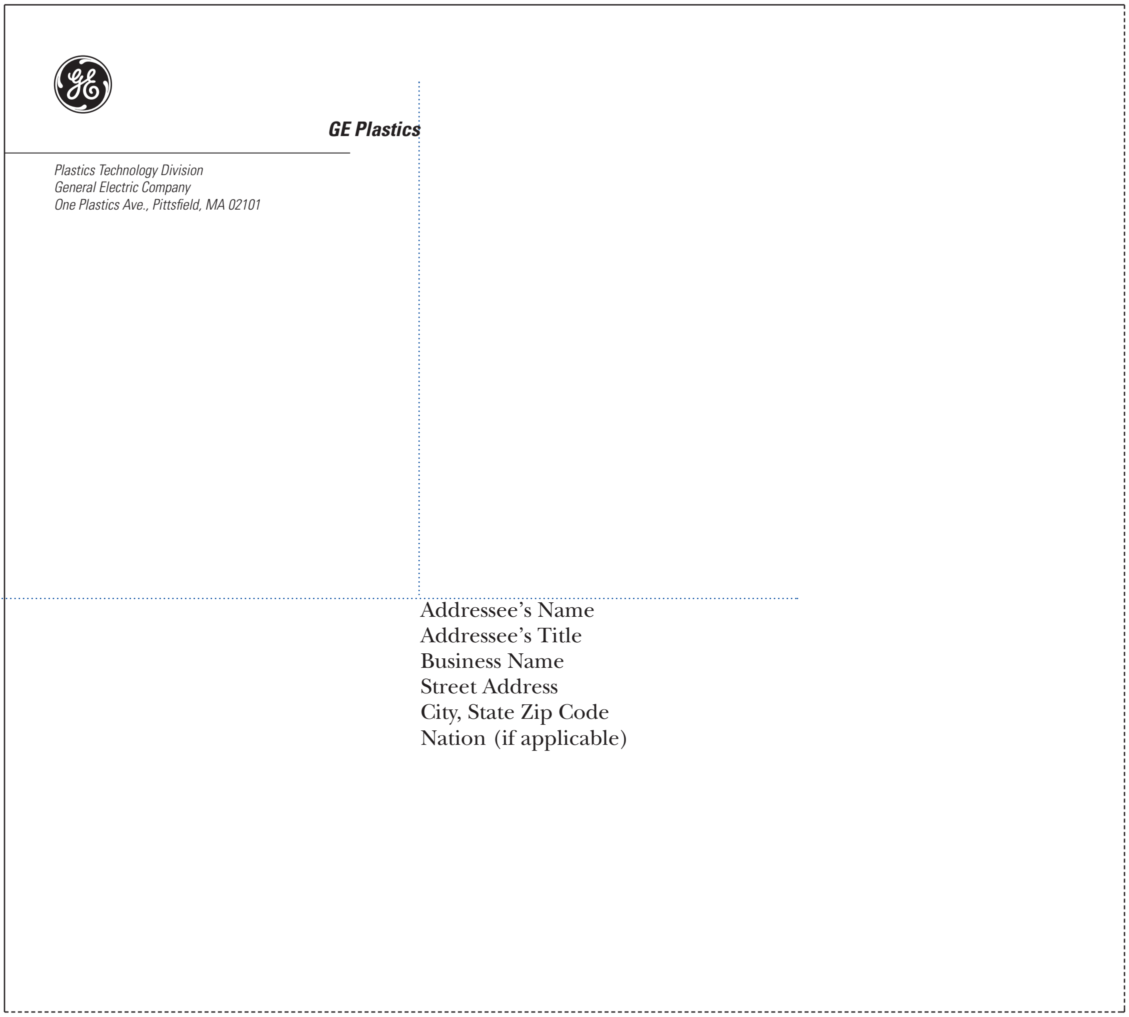
Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Via Air Mail **Correo Aereo** **Par Avion**

Large Mailing Envelope

The address is typed to align with the end of the communicative name (for example, "GE Plastics") and begin halfway below the top edge of the envelope.

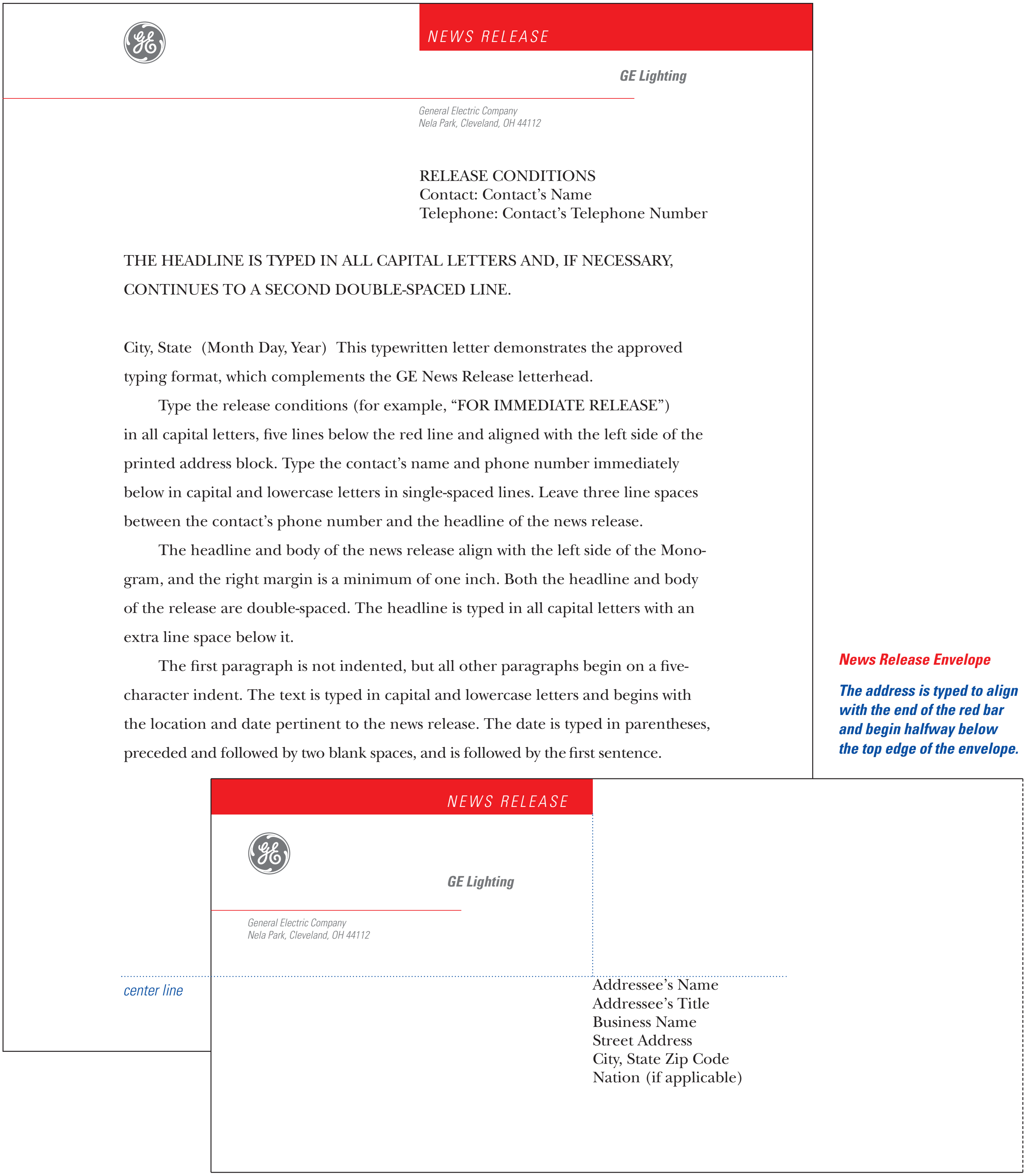
center line



GE Plastics

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)



NEWS RELEASE

GE Lighting

General Electric Company
Nela Park, Cleveland, OH 44112

RELEASE CONDITIONS
Contact: Contact's Name
Telephone: Contact's Telephone Number

THE HEADLINE IS TYPED IN ALL CAPITAL LETTERS AND, IF NECESSARY, CONTINUES TO A SECOND DOUBLE-SPACED LINE.

City, State (Month Day, Year) This typewritten letter demonstrates the approved typing format, which complements the GE News Release letterhead.

Type the release conditions (for example, "FOR IMMEDIATE RELEASE") in all capital letters, five lines below the red line and aligned with the left side of the printed address block. Type the contact's name and phone number immediately below in capital and lowercase letters in single-spaced lines. Leave three line spaces between the contact's phone number and the headline of the news release.

The headline and body of the news release align with the left side of the Monogram, and the right margin is a minimum of one inch. Both the headline and body of the release are double-spaced. The headline is typed in all capital letters with an extra line space below it.

The first paragraph is not indented, but all other paragraphs begin on a five-character indent. The text is typed in capital and lowercase letters and begins with the location and date pertinent to the news release. The date is typed in parentheses, preceded and followed by two blank spaces, and is followed by the first sentence.

NEWS RELEASE

GE Lighting

General Electric Company
Nela Park, Cleveland, OH 44112

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

center line

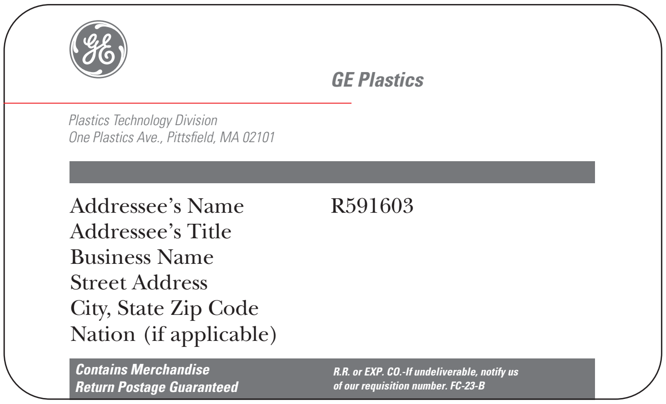
News Release Envelope

The address is typed to align with the end of the red bar and begin halfway below the top edge of the envelope.

Mailing Label Format
in North America

The address is typed to align with the left edge of the grey bars.

If the addressee's name is long, the reference number (optional) may be moved to the right.



GE Plastics

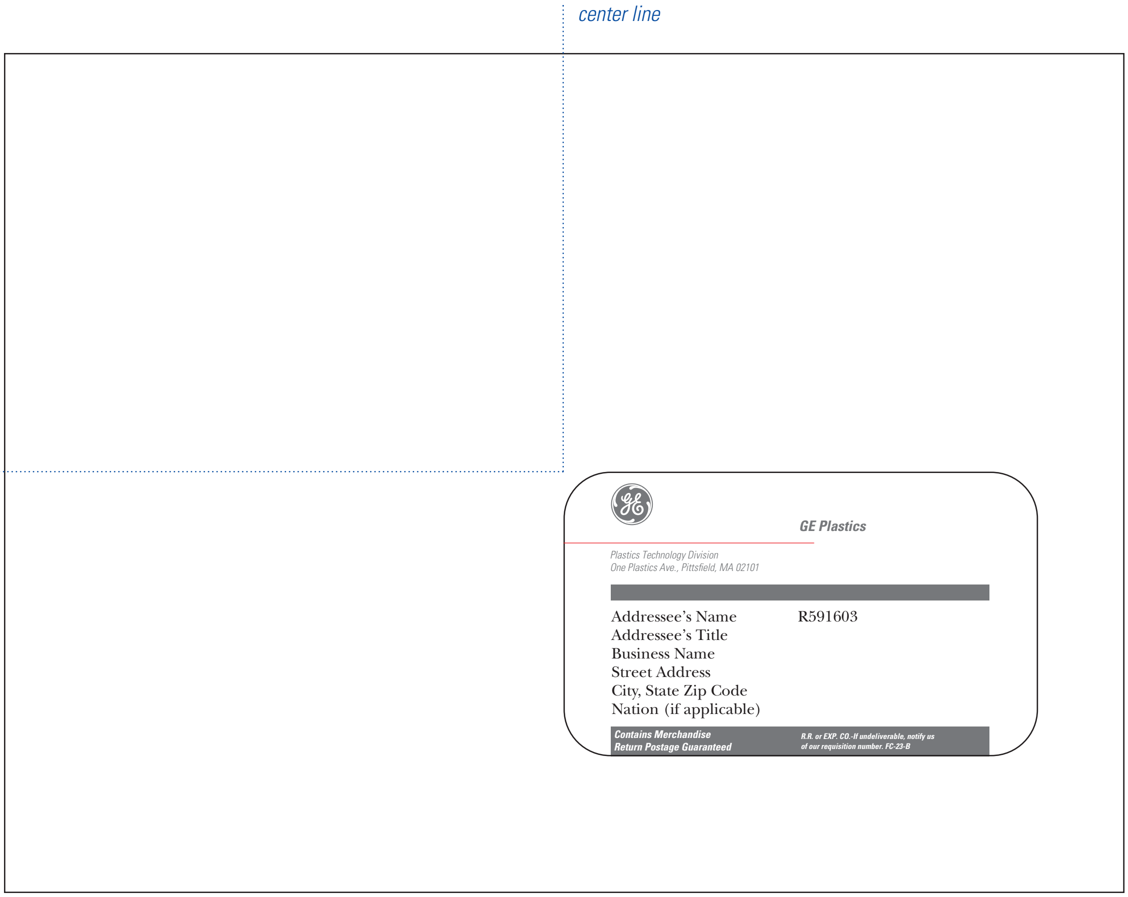
Plastics Technology Division
One Plastics Ave., Pittsfield, MA 02101

Addressee's Name R591603
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Contains Merchandise
Return Postage Guaranteed

R.R. or EXP. CO.-If undeliverable, notify us of our requisition number. FC-23-B

The mailing label is placed on unprinted large mailing envelopes with the upper-left corner of the label at the center of the envelope.



GE Plastics

Plastics Technology Division
One Plastics Ave., Pittsfield, MA 02101

Addressee's Name R591603
Addressee's Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Contains Merchandise
Return Postage Guaranteed

R.R. or EXP. CO.-If undeliverable, notify us of our requisition number. FC-23-B

Stationery

for Components outside North America

These stationery standards apply to all components outside North America.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company's audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company's organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE's commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help to

- **simplify and clarify** information by standardizing its presentation
- **streamline and modernize** the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
- **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation
- **unify** the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity

Stationery for Components outside North America

Contents

General Guidelines **264**.10

Copy Preparation **264**.11

Typesetting Specifications **264**.20

Layout Guidelines for Additional Copy **264**.24

Layout & Specifications:

Standard Letterhead **264**.31
• with Individual's Name **264**.36
Standard Second Sheet **264**.37
Internal Letterhead **264**.39

Standard Envelope **264**.51
• with Individual's Name **264**.54

Business Cards **264**.71

Standard & Executive Stationery
For several items shown on the following pages, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only in the

- paper stock
- reproduction method

Each component decides which of its employees should use the executive version of stationery items.

Personalized Stationery
Letterheads and envelopes imprinted with an individual's name and, if desired, title are personalized stationery. Note: Personalization is not restricted to executive stationery items.

Each component decides which of its employees should use the executive version of stationery items.

To save time and expense, take great care at each step in the process of preparing stationery:

- **Typewrite copy** for the typographer or printer neatly and correctly according to the guidelines on pages 11 and 12.
- **Include complete and accurate typesetting specifications and/or typesetting examples,** appearing on page 20, with all copy given to the typographer or printer. When the typesetting is returned by the supplier, check and double-check it for correct content and form.
- **Follow the layout and dimensions** given for each item on pages 31 to 71. Carefully check layouts provided by an outside supplier against the dimensions in this document.

  Note: Layout drawings are shown at actual size except when noted.
- **Include paper stock, ink color, and reproduction specifications,** appearing on pages 31 to 71, with all camera-ready artwork. Attach to all artwork color samples for visual matching, available from the GE Identity Website or Hotline.
- **Before the printer undertakes a production run for any stationery item,** request a proof of the item and carefully check and double-check it.

Note: Outside North America, custom watermarked paper stocks and the other papers used in GE stationery may be obtained from any qualified vendor.

GE Plastics United Kingdom

Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-1555
Robert.Holmes@plastics.ge.com

Robert W. Holmes
Vice President

To ensure that the names and addresses used on stationery items are complete and correct, follow the guidelines at the right when preparing copy for the typographer or printer. When copy is prepared properly, it resembles the example shown above.

Type the communicative name on one line using capital and lowercase letters. The communicative name of the component is the name used informally in conversation. It is also used above the Laser Line in the graphic signature at the top of a stationery item.

- The communicative name usually consists of the name "GE" plus a generic name describing the component's primary capability or product or service category, such as "GE Appliances." It may also contain a geographic descriptor, such as "GE Plastics France."
- Do not use the communicative name of a subcomponent above the Laser Line. Instead, use such a name, if desired, in the address block as described at the right.
- The communicative name of the organization *does not* contain a legal term such as "Company," "Inc.," "Ltd.," or "plc."
- For help with communicative names, see document **301**, *Component Names*, available from the GE Identity Website or Hotline.

Type the address block to contain specific information on each line as described below. Each line can contain approximately 53 characters (*including* punctuation and spaces between words). If the information requires more characters than will fit on one line, use two lines, breaking them as described below.

- **The first line contains either**
  - **the name of a subcomponent** such as a division or department, *if desired*
  - **the legal name** when a subcomponent name is not used (If a subcomponent name is used, the legal name *must* appear on the second line.)

  The legal name is the full formal name under which your component operates as a lawfully registered business. It often contains a legal term such as "Company," "Inc.," "Ltd.," or "plc."
  For example, the legal name of GE Motors is "General Electric Company."

- **The next line contains the complete address,** provided it does not exceed 53 characters. This line includes the post office box number *(if required)*, street address, suite number *(if required)*, city, area (such as the state or province, *if required)*, postal code, and country. To facilitate this one-line setting, do the following:
  - *Use abbreviations:*
    · Use "Blvd." for Boulevard, "Ave." for Avenue, "St." for Street, "Ln." for Lane, "N." for North, "NW" for Northwest, and so on.
    · Use approved two-letter postal abbreviations for state names; do not abbreviate country names.
  - *Use commas to correctly punctuate the address.*

  If the complete address cannot fit on one line of approximately 53 characters, use two lines:
  · *On one line,* type the post office box number *(if required)*, street address, and suite number *(if required)*.
  · *On the next line,* type the city, state, and postal code.

continued

GE Plastics United Kingdom

Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-1555
Robert.Holmes@plastics.ge.com

Robert W. Holmes
Vice President

- **The next line contains the telephone and other communication numbers.** Use a comma and a single space to separate consecutive telephone and communication numbers on one line.
  If the required numbers cannot fit on one line of approximately 53 characters, use two or more lines.

  Note: To avoid clutter, list only the telephone and other communication numbers required to conduct business. Generally, such required numbers include only the telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.

  - *For telephone numbers,* type the number according to local conventions.
  - *For Dial Comm numbers (if used),* type the abbreviation and colon "DC:" in capital letters, use a space to separate the colon from the number, and type a hyphen to separate the prefix from the last four digits.
  - *For other communication numbers (if used),* use the following words in capital and lowercase letters and a colon preceding the numbers:
    · "Fax:" for facsimile numbers
    · "Pager:" for pager numbers
    · "Cell:" for cellular telephone numbers
    · "Home:" for residential telephone numbers
    Use a space to separate the colon from the number, typed according to local conventions.

- **The next line contains the individual's e-mail address** (if used). Type the address using capital and lowercase letters for the individual's name and all lowercase letters for the balance of the address with no word spaces.

Type the individual's name (if used) on one line, using capital and lowercase letters. An individual may use any combination of initials, nicknames, and full names, as desired.

Type the individual's title (if used) on the next line, using capital and lowercase letters. If the title cannot fit on one line of approximately 53 characters, use two lines. Generally, when a title consists of a functional description (such as "Manager") and the name of an organizational element, type a small dash (–) with a word space on either side to separate the parts of the title.

Type any additional copy (such as the bank references or disclaimers required on some letterheads) in paragraphs.

Too tight

GE Plastics *United Kingdom*

Robert W. Holmes
Vice President

Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-
Robert.Holmes@plastics.ge.com

Correct

GE Plastics *United Kingdom*

Robert W. Holmes
Vice President

Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-
Robert.Holmes@plastics.ge.com

Too open

GE Plastics *United Kingdom*

Robert W. Holmes
Vice President

Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-9
Robert.Holmes@plastics.ge.com

General Specifications

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the *visual standard* for correct typesetting. When ordering typography, ask your supplier to *visually match* the correct examples on this page.

The correct examples on this page and in the layout drawings on pages 31 to 71 were typeset on an Apple Macintosh computer using the

- QuarkXPress page layout program
- Adobe Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48:*
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length, 57mm or less, as noted in the drawings
+ 1-point line space above telephone numbers

Univers 68:*
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length, 57mm or less, as noted in the drawings

Laser Line: ½ -point rule
(Note: Allow for bleed when typesetting the rule.)

continued

---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

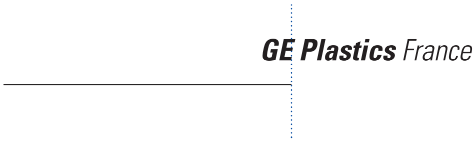
Communicative Name

GE Plastics *France*

The communicative name is typeset in 11/12 Univers 68 to match the correct example on page 20. If the name contains both a geographic descriptor and a generic name, such as “GE Plastics France,” the geographic descriptor is typeset in 11/12 Univers 48, and the balance of the name is typeset in 11/12 Univers 68.

A short communicative name appears on one line, provided it does not exceed a maximum length of

- 41.5mm on letterheads and envelopes
- 22mm on business cards

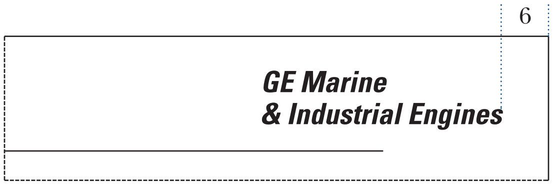


A short one- or two-line communicative name (one that does not exceed the maximum line lengths given above) is positioned above the Laser Line as shown in the example above. The end of the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. If “GE” is not part of the name, the name begins 1 pica to the left of the end of the Laser Line.

GE Marine
& Industrial Engines

A longer communicative name is typeset on two lines, aligned flush left.

If a long name does not read easily on two lines, it appears on one line. For example, “GE Saudi” on one line and “Arabia” on a second line is difficult to read.



A longer one- or two-line communicative name is positioned above the Laser Line so the right margin (the distance between the end of the name and the edge of the format) is no smaller than 9.5mm on letterheads and 6mm on business cards.

Note: *On business cards,* the Laser Line may not be shortened; it remains a standard length. As shown in the example of part of a business card above, longer names cannot be placed above the standard preprinted Laser Line so that the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. Instead, longer names are placed at a minimum distance from the edge of the card.

continued

Address

14 Glenshiel Rd., London SE9 1AQ, England

The address is typeset in 8/9 Univers 48 to match the correct example on page 20.

Note: The complete typeset address is placed on a single line, provided it does not exceed 57mm. The complete address includes the post office box number (if required), street address, suite number (if required), city, area (such as state or province, if required), postal code, and country. To facilitate this one-line setting, do the following:

- *Use abbreviations.* Use “Blvd.” for Boulevard and “N.” for North, for example; use approved abbreviations for place names; do not abbreviate country names.
- *Use commas to correctly punctuate the address.*

Birchwood Park
Risley, Warrington WA3 6DA, England

A longer address is placed on two lines. One line contains the post office box number (if required), street address, and suite number (if required). The other line contains the city, area (such as state or province, if required), postal code, and country.

Telephone & Communication Numbers

Telephone and other communication numbers appear on one line, provided the length of the typeset line does not exceed 57mm; otherwise, two lines are used.

Telephone/communication numbers are typeset in 8/10 Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive telephone or communication numbers on one line.

44-92-581-1522

- **The telephone number** is typeset according to local conventions.

DC: 234-2464

- **The Dial Comm number** is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 44-81-846-9844

- **The facsimile number** is preceded by “Fax:” and a word space, and it is typeset according to local conventions.

Pager: 44-81-882-2224

- **Other communication numbers** are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset according to local conventions.

Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-1555

The first line of telephone and communication numbers is positioned flush left below the address block, separated by an additional 1 point of line space, as shown above.

continued

E-mail address
(if used)

Robert.Holmes@plastics.ge.com

The individual's e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the individual's name, but only lowercase letters are used for the balance of the address Word spaces are not used.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either

- *if there is enough space,* below the last line of communication numbers
- *if space is limited,* as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

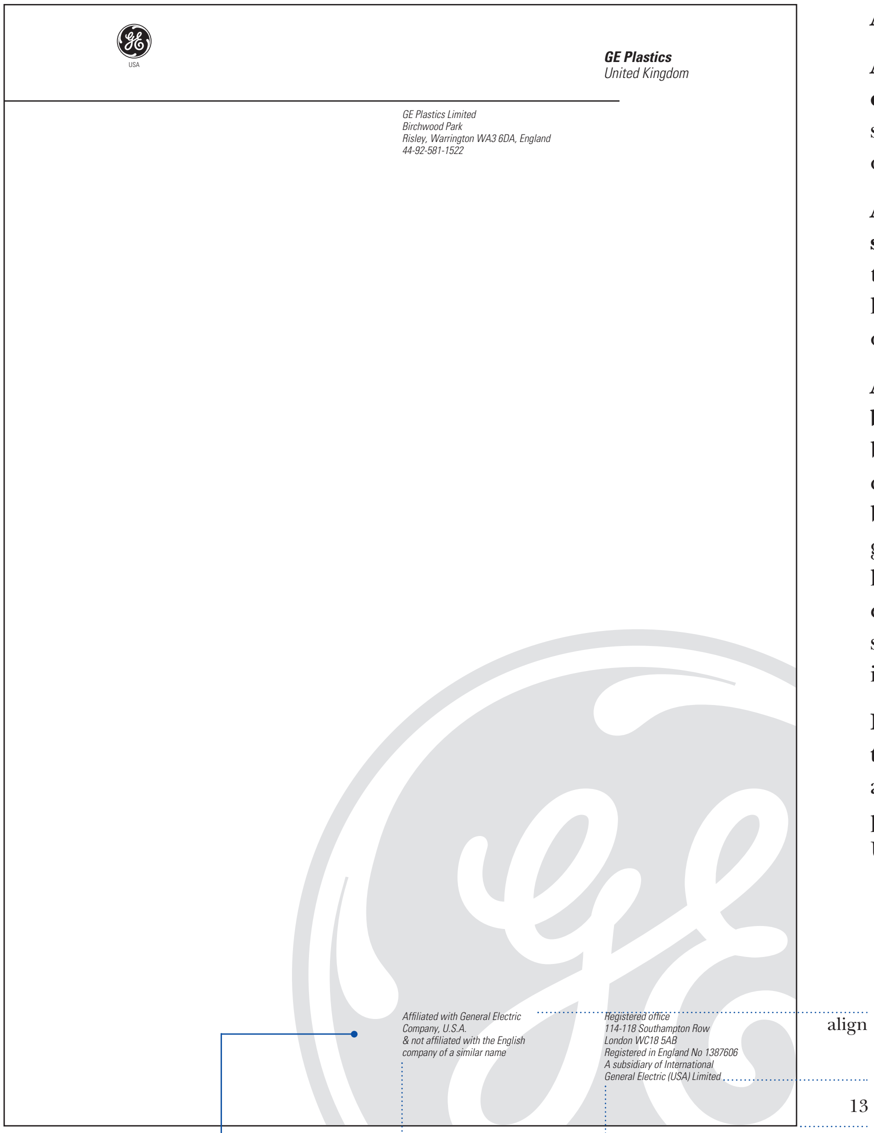
Individual's Name & Title (if used)

Robert W. Holmes
Vice President

The individual's name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 57mm, it appears on one line; otherwise, two lines are used.

Syndi Beth Doctors
Manager – Marketing Communications

When a title consists of a functional description (such as "Manager") and the name of an organizational element, a small dash (–) with a word space on either side is used to separate the parts of the title.



GE Plastics
United Kingdom

GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522

Affiliated with General Electric
Company, U.S.A.
& not affiliated with the English
company of a similar name

Registered office
114-118 Southampton Row
London WC18 5AB
Registered in England No 1387606
A subsidiary of International
General Electric (USA) Limited

All dimensions are given in millimeters.

custom GE watermark

align with address block at top of letterhead

align with communicative name at top of letterhead

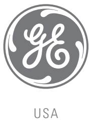
Additional Copy

Additional copy (such as bank references or disclaimers required on some letterheads) is typeset in 8/9 Univers 48 to match the correct example on page 20; the maximum line length is 40mm.

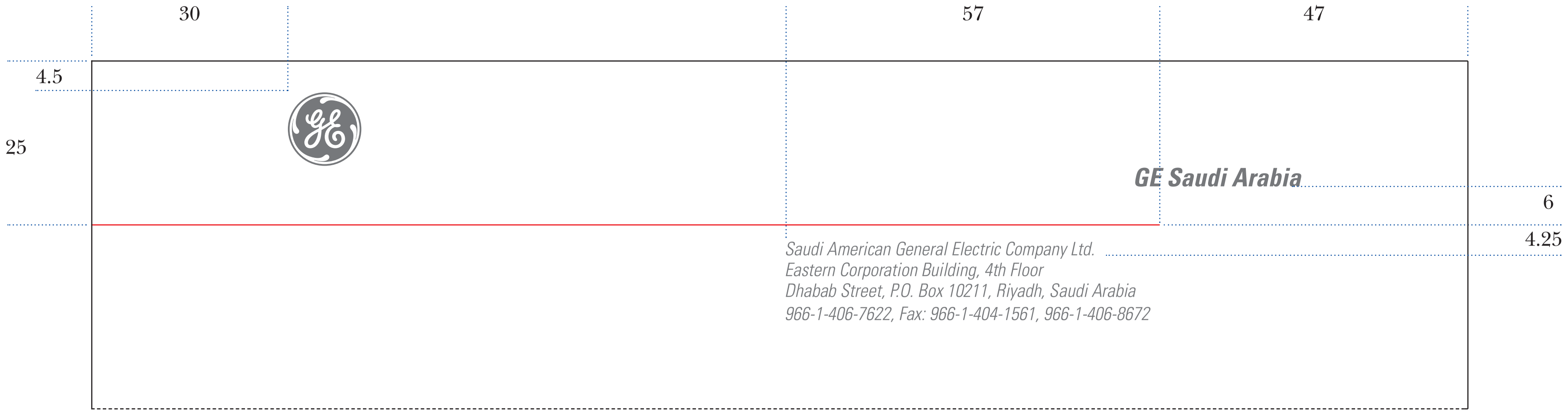
A small amount of additional copy is typeset in a single block aligned flush left with the communicative name and positioned so the baseline of the last line of information is 13mm from the bottom edge of the format, as shown in the example at the left.

A large amount of additional copy appears in two blocks. One is aligned flush left with the address block, and the other is aligned flush left with the communicative name. Both are positioned at the bottom of the letterhead. The copy block with the greater number of lines is positioned so the baseline of the last line of copy is 13mm from the bottom edge of the format. The shorter block is positioned so the top line horizontally aligns with the top line in the longer block, as shown in the example.

In countries where certain information is required to appear in a specific area on the letterhead (such as in the left margin), the copy is typeset in a small point size of Univers 48 and, if needed for emphasis, Univers 68, and placed as required.



Note: When "USA" is used with the Monogram, it is typeset in 5-point Univers 47 (without periods) and centered below the signature Monogram. *The example above is shown at the actual size used in stationery.*


30
57
47
4.5
25
6
4.25
GE Saudi Arabia
Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672

All dimensions are given
in millimeters.

Size 210mm x 297mm

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 166mm with bleed

Address block:
8/9 point Univers 48

Note: See page 24 for specifications on additional copy.

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

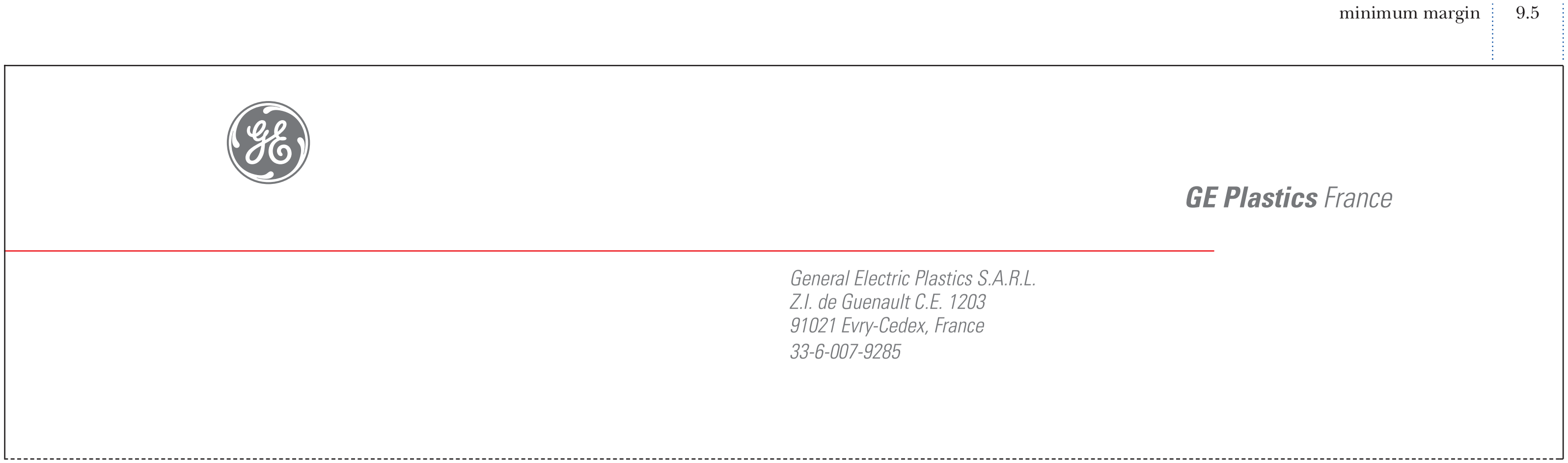
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

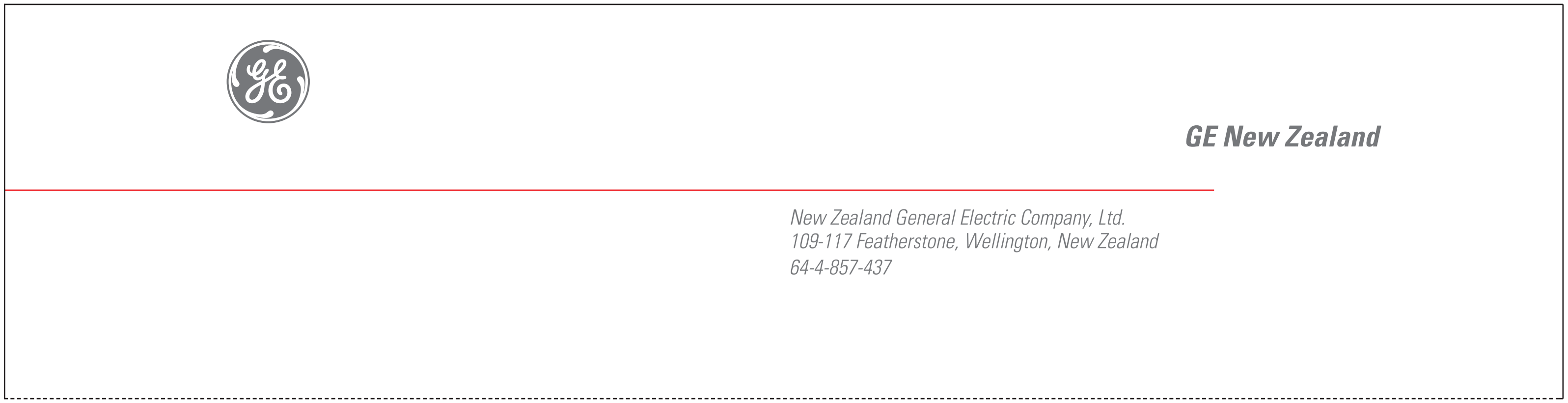
Executive: Engraving

continued


minimum margin
9.5

GE Plastics France

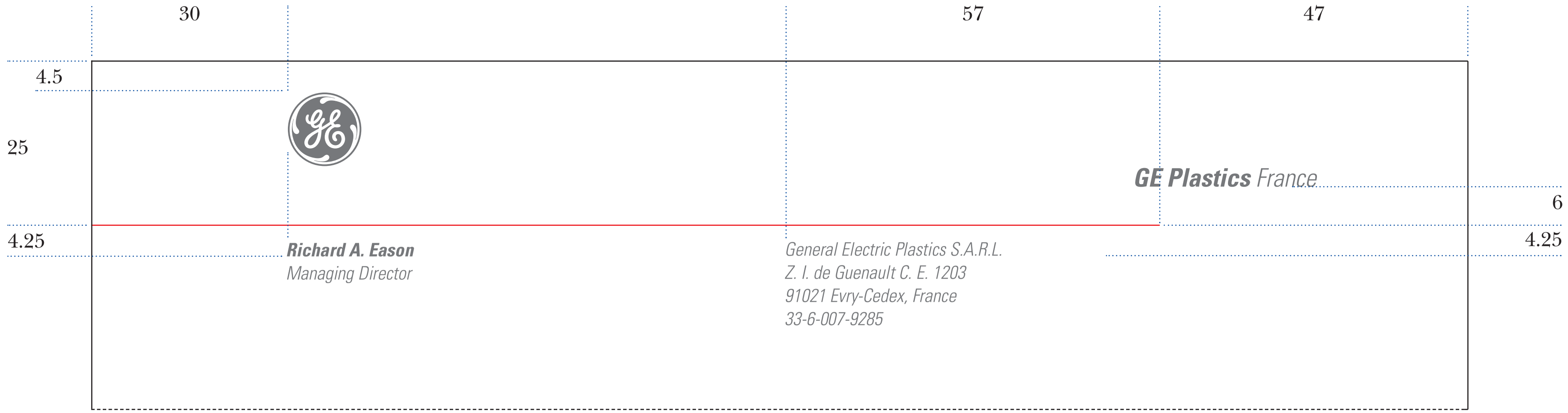
General Electric Plastics S.A.R.L.
Z.I. de Guenault C.E. 1203
91021 Evry-Cedex, France
33-6-007-9285



GE New Zealand

New Zealand General Electric Company, Ltd.
109-117 Featherstone, Wellington, New Zealand
64-4-857-437

All dimensions are given
in millimeters.


30
57
47
4.5
25
4.25
6
4.25
GE Plastics France
Richard A. Eason
Managing Director
General Electric Plastics S.A.R.L.
Z. I. de Guenault C. E. 1203
91021 Evry-Cedex, France
33-6-007-9285

All dimensions are given
in millimeters.

Size 210mm x 297mm

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 166mm with bleed

Address block:
8/9 point Univers 48

Individual's name:
8/9 point Univers 68

Individual's title (optional):
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

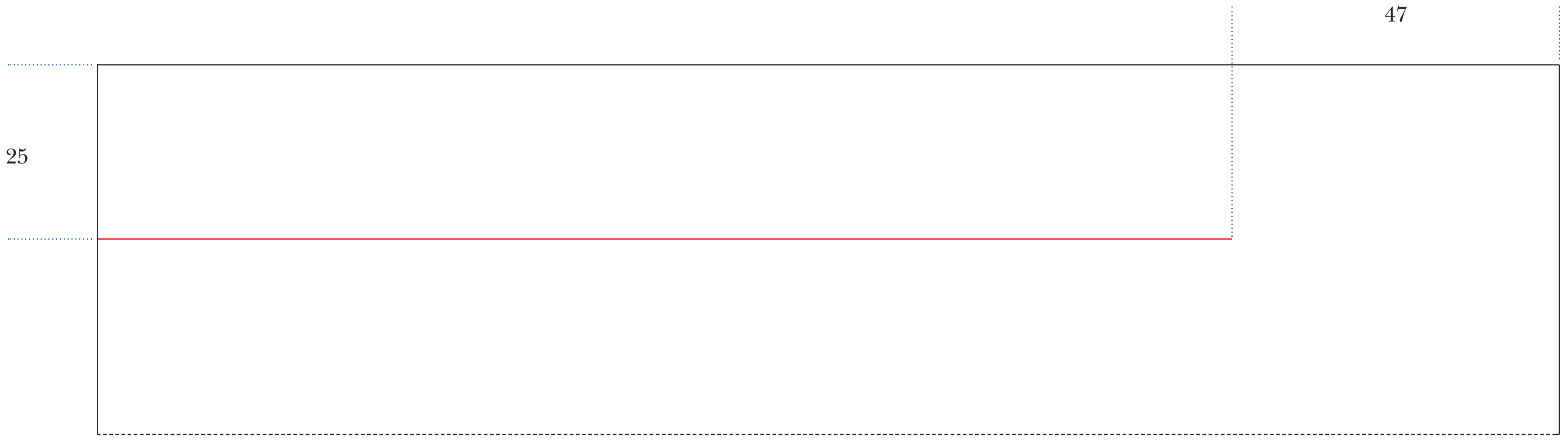
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving



All dimensions are given in millimeters.

Size 210mm x 297mm

Typography
Laser Line: ½-point rule, 166mm with bleed

Color
Match color samples for Laser Red, available from the GE Identity Website or Hotline.

Laser Line: Laser Red

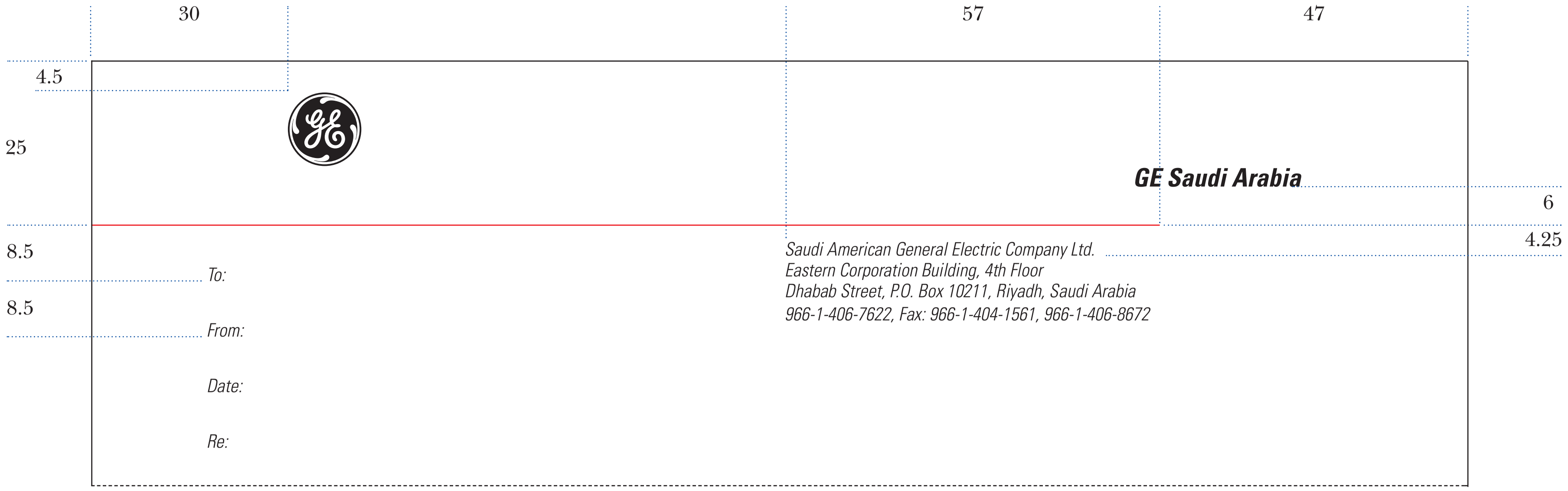
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard:
Offset lithography

Executive: Engraving



GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672

To:
From:
Date:
Re:

All dimensions are given in millimeters.

Size 210mm x 297mm

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 166mm with bleed

Address block:
8/9 point Univers 48

"To:…" (optional):
8-point Univers 48

Color
Match color samples for Laser Red, available from the GE Identity Website or Hotline.

Monogram: Black

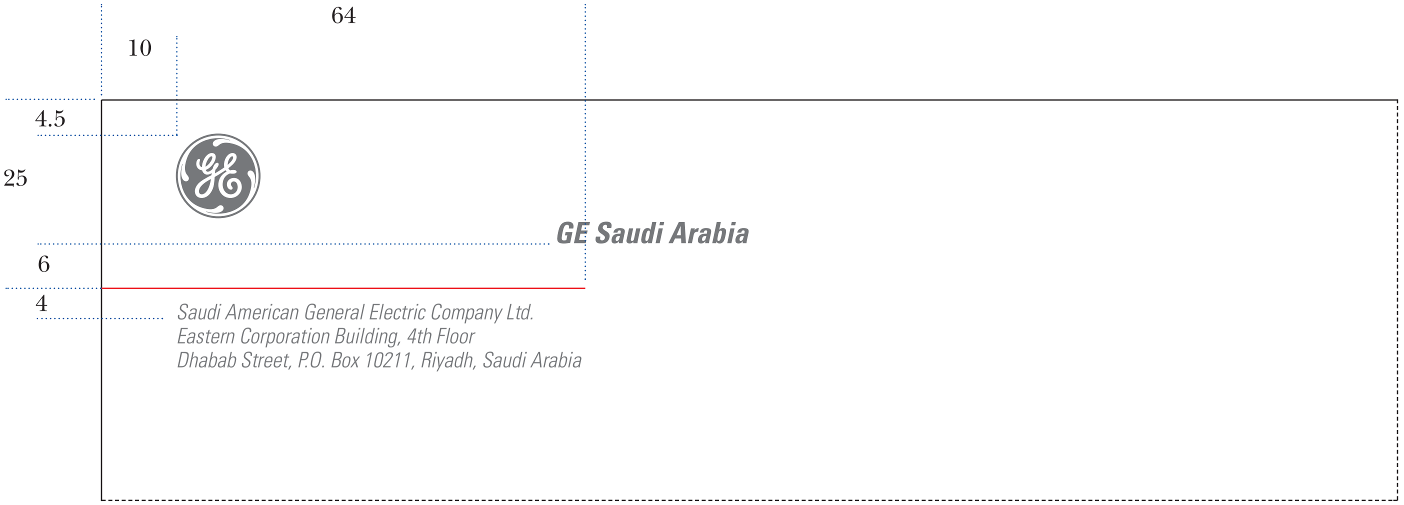
Laser Line: Laser Red

All typography: Black

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Offset lithography

Note: For second sheets, only the Laser Line is printed in Laser Red according to "Standard Second Sheet," page 37.


64
10
4.5
25
6
4
GE Saudi Arabia
Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia

All dimensions are given in millimeters.

Size 110mm x 220mm

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 67mm with bleed

Geographic descriptor:
11/12 point Univers 48

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

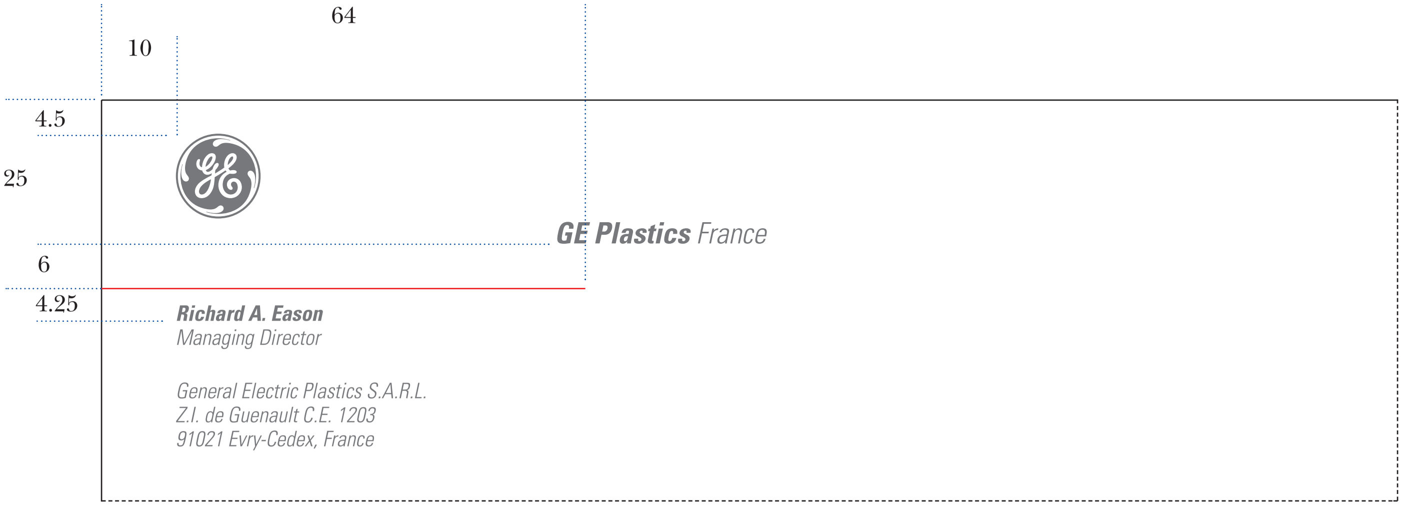
Paper Stock
See page 10 for information on paper stocks.

Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving


64
10
4.5
25
6
4.25
GE Plastics France
Richard A. Eason
Managing Director
General Electric Plastics S.A.R.L.
Z.I. de Guenault C.E. 1203
91021 Evry-Cedex, France

All dimensions are given
in millimeters.

Size 110mm x 220mm

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 67mm with bleed

Individual's name:
8/9 point Univers 68

Individual's title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

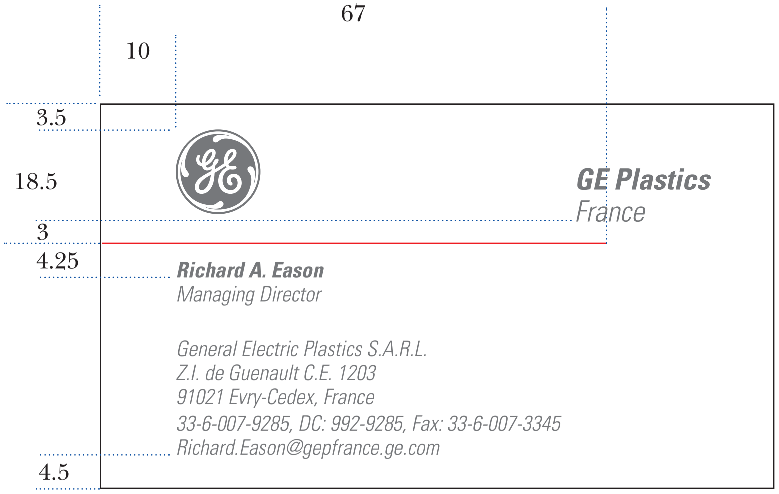
Paper Stock
See page 10 for information on paper stocks.

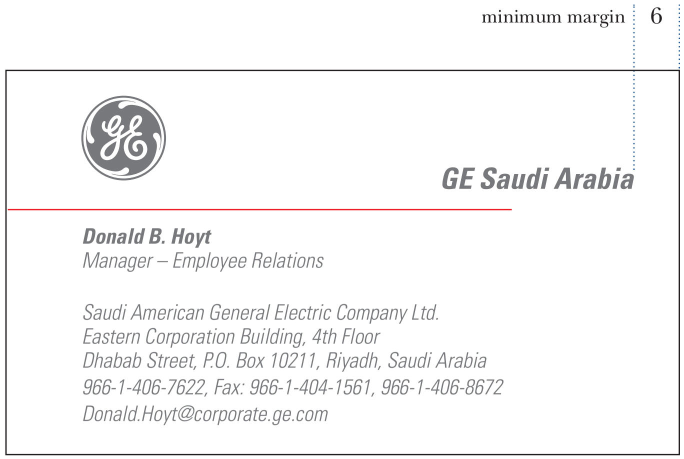
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving


67
10
3.5
18.5
3
4.25
4.5
GE Plastics
France
Richard A. Eason
Managing Director
General Electric Plastics S.A.R.L.
Z.I. de Guenault C.E. 1203
91021 Evry-Cedex, France
33-6-007-9285, DC: 992-9285, Fax: 33-6-007-3345
Richard.Eason@gepfrance.ge.com


minimum margin
6
GE Saudi Arabia
Donald B. Hoyt
Manager – Employee Relations
Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672
Donald.Hoyt@corporate.ge.com

All dimensions are given
in millimeters.

Size 51mm x 89mm

Monogram
44-point GE Logo Font, available from the GE Identity Website or Hotline

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 70mm with bleed

Individual's name:
8/9 point Univers 68

Individual's title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
Match color samples for Platinum Grey and Laser Red, available from the GE Identity Website or Hotline.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
See page 10 for information on paper stocks.

Reproduction
Standard:
Offset lithography

Executive: Engraving

Formatting Stationery outside North America

These guidelines apply to formatting letterheads and envelopes used outside North America.

For guidelines on formatting stationery used in North America, including items used by corporate staff, see document **263**, *Formatting Stationery in North America.*

Formatting Stationery outside North America

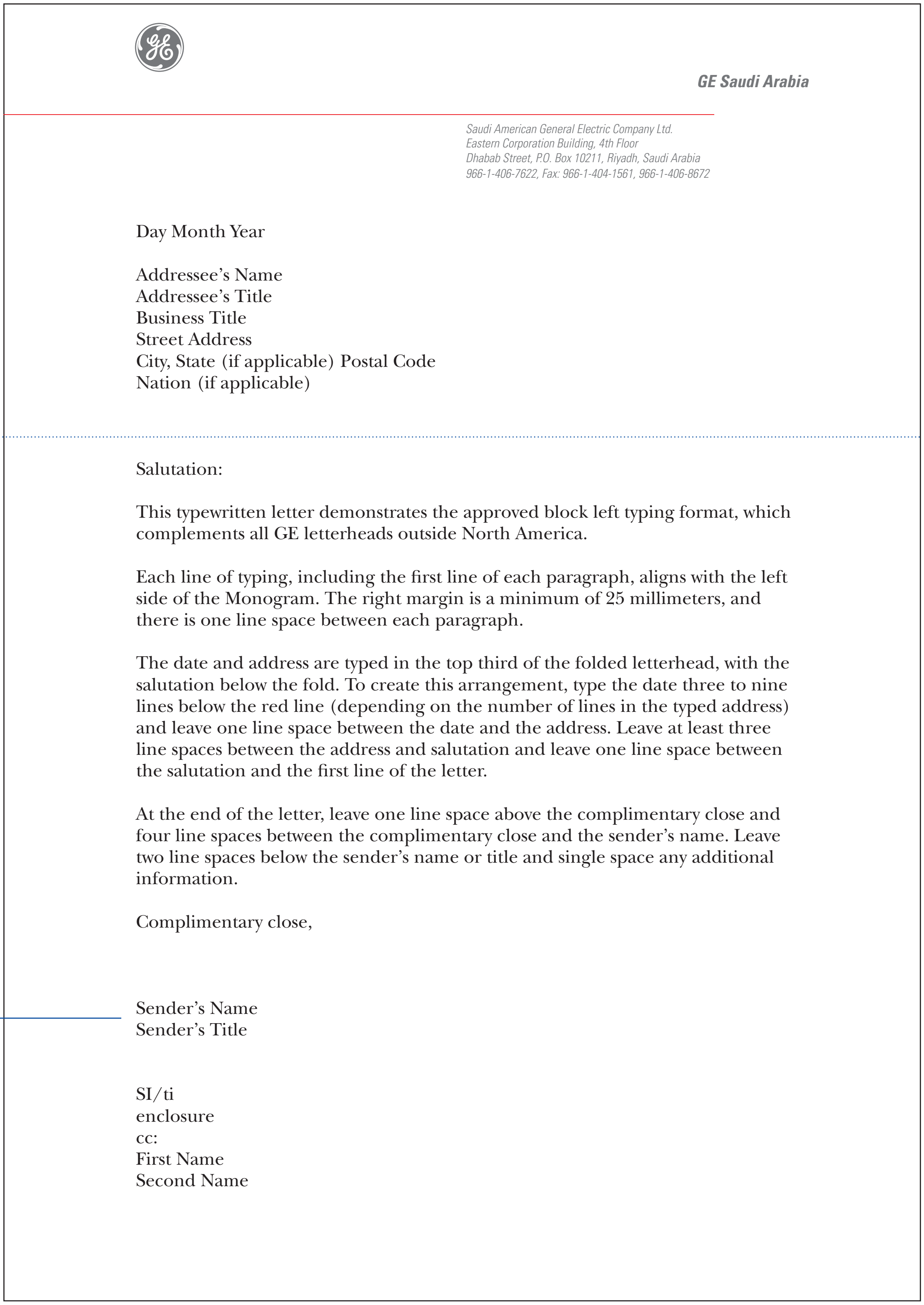
Contents

Standard Letterhead Format **265**.02

Standard Second Sheet Format **265**.03

Internal Letterhead Format **265**.05

Standard Envelope Format **265**.07



GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672

Day Month Year

Addressee's Name
Addressee's Title
Business Title
Street Address
City, State (if applicable) Postal Code
Nation (if applicable)

Salutation:

This typewritten letter demonstrates the approved block left typing format, which complements all GE letterheads outside North America.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of 25 millimeters, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to nine lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single space any additional information.

Complimentary close,

Sender's Name
Sender's Title

SI/ti
enclosure
cc:
First Name
Second Name

one-third fold line

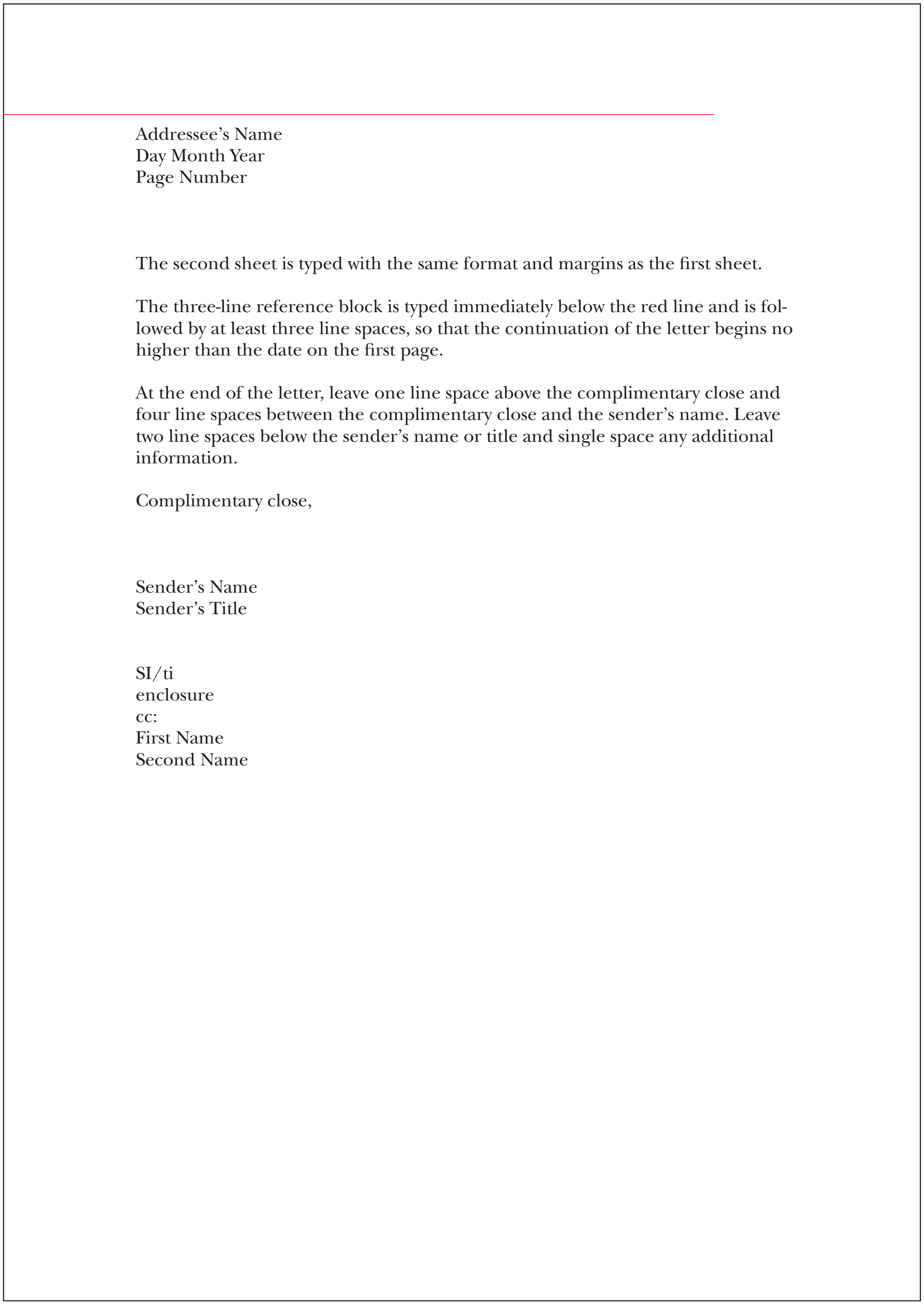
The salutation and body of the letter always begin below the top third of the folded letterhead.

For short letters, leave more than three line spaces between the address and salutation.

On personalized letterheads, the sender's name and title may be omitted, if desired.

Standard Second Sheet Format

outside North America



Addressee’s Name
Day Month Year
Page Number

The second sheet is typed with the same format and margins as the first sheet.

The three-line reference block is typed immediately below the red line and is followed by at least three line spaces, so that the continuation of the letter begins no higher than the date on the first page.

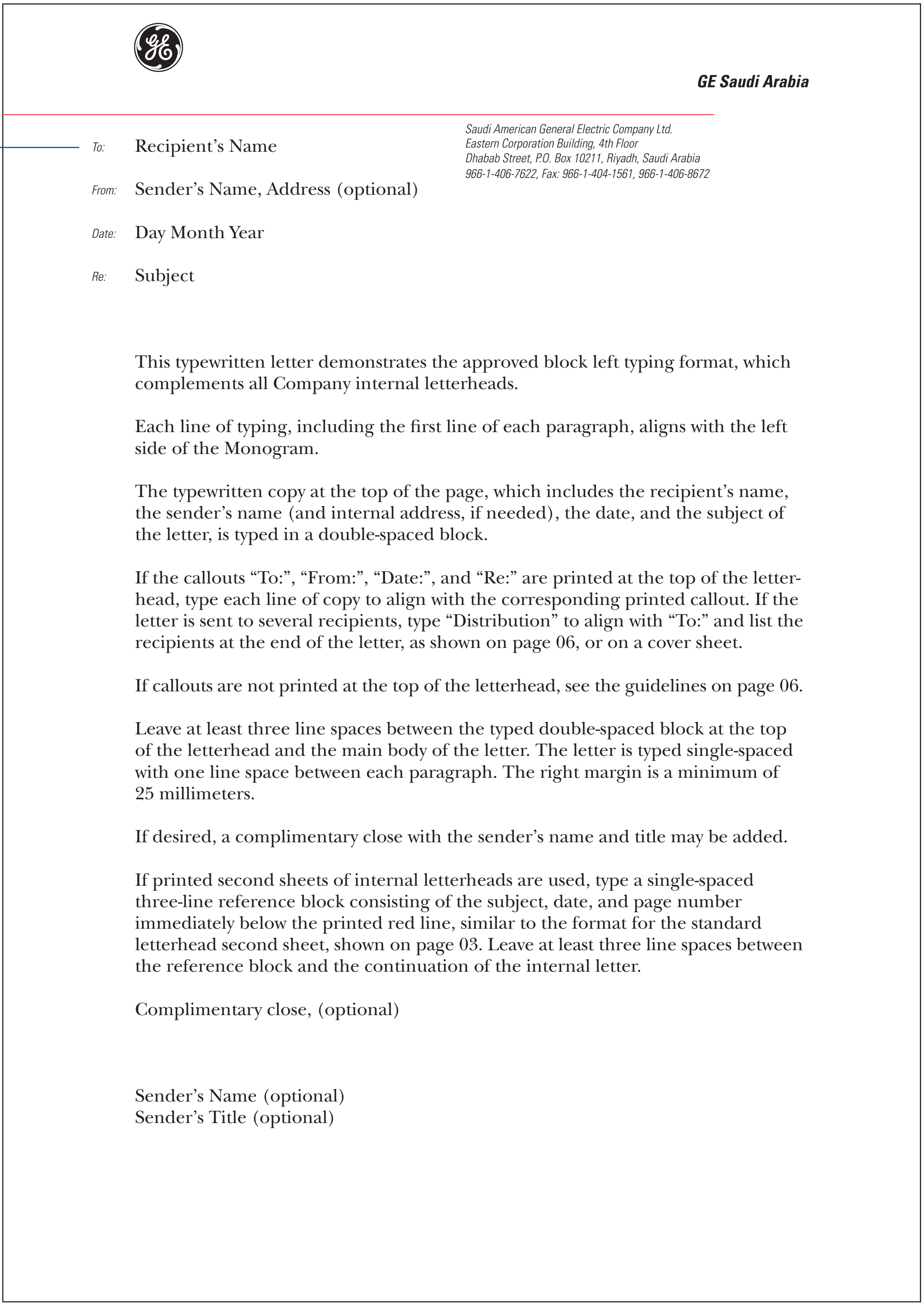
At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SI/ti
enclosure
cc:
First Name
Second Name

If callouts are not printed on the letterhead, see page 06 for guidelines on typing callouts in the margin.



GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672

To: Recipient’s Name

From: Sender’s Name, Address (optional)

Date: Day Month Year

Re: Subject

This typewritten letter demonstrates the approved block left typing format, which complements all Company internal letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram.

The typewritten copy at the top of the page, which includes the recipient’s name, the sender’s name (and internal address, if needed), the date, and the subject of the letter, is typed in a double-spaced block.

If the callouts “To:”, “From:”, “Date:”, and “Re:” are printed at the top of the letterhead, type each line of copy to align with the corresponding printed callout. If the letter is sent to several recipients, type “Distribution” to align with “To:” and list the recipients at the end of the letter, as shown on page 06, or on a cover sheet.

If callouts are not printed at the top of the letterhead, see the guidelines on page 06.

Leave at least three line spaces between the typed double-spaced block at the top of the letterhead and the main body of the letter. The letter is typed single-spaced with one line space between each paragraph. The right margin is a minimum of 25 millimeters.

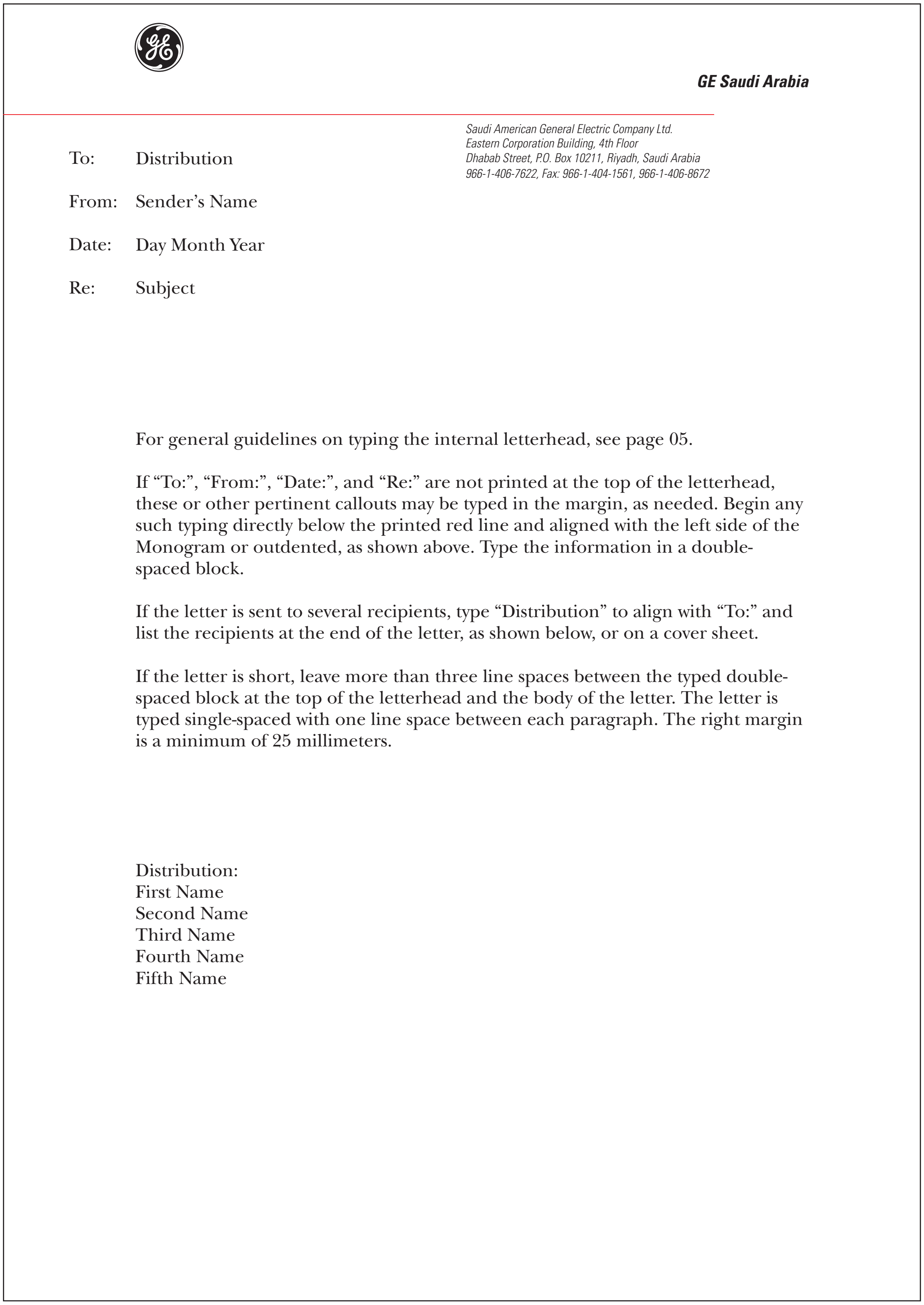
If desired, a complimentary close with the sender’s name and title may be added.

If printed second sheets of internal letterheads are used, type a single-spaced three-line reference block consisting of the subject, date, and page number immediately below the printed red line, similar to the format for the standard letterhead second sheet, shown on page 03. Leave at least three line spaces between the reference block and the continuation of the internal letter.

Complimentary close, (optional)

Sender’s Name (optional)
Sender’s Title (optional)

continued



GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672

To: Distribution

From: Sender’s Name

Date: Day Month Year

Re: Subject

For general guidelines on typing the internal letterhead, see page 05.

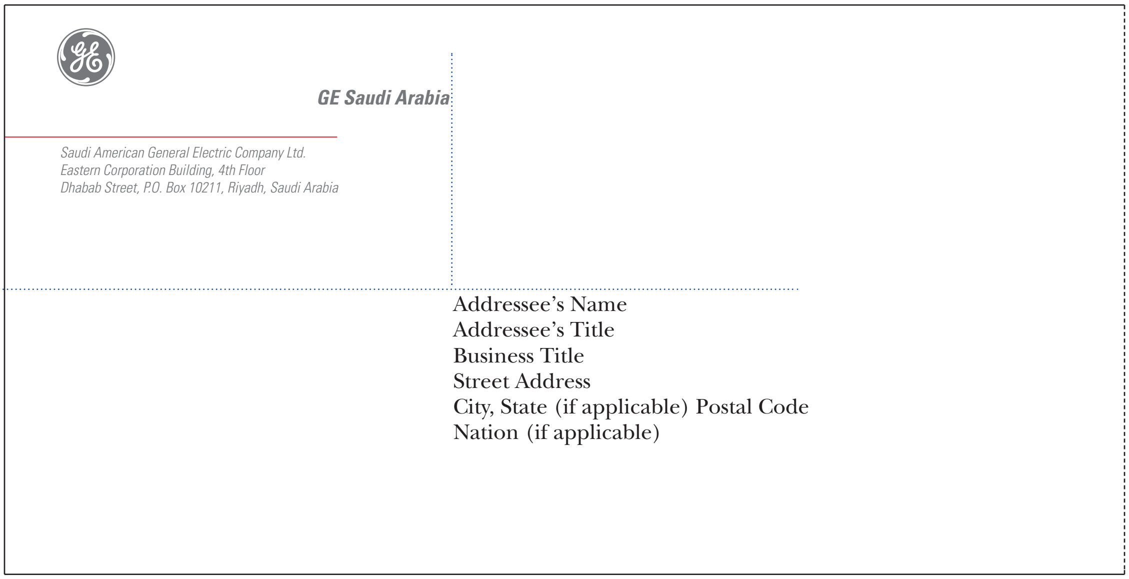
If “To:”, “From:”, “Date:”, and “Re:” are not printed at the top of the letterhead, these or other pertinent callouts may be typed in the margin, as needed. Begin any such typing directly below the printed red line and aligned with the left side of the Monogram or outdented, as shown above. Type the information in a double-spaced block.

If the letter is sent to several recipients, type “Distribution” to align with “To:” and list the recipients at the end of the letter, as shown below, or on a cover sheet.

If the letter is short, leave more than three line spaces between the typed double-spaced block at the top of the letterhead and the body of the letter. The letter is typed single-spaced with one line space between each paragraph. The right margin is a minimum of 25 millimeters.

Distribution:
First Name
Second Name
Third Name
Fourth Name
Fifth Name

Standard Envelope Format
outside North America



GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia

Addressee’s Name
Addressee’s Title
Business Title
Street Address
City, State (if applicable) Postal Code
Nation (if applicable)

center line

The address is typed to align with the end of the communicative name (for example, “GE Saudi Arabia”) and begin halfway below the top edge of the envelope.

Forms & Checks

These standards apply to all business forms and checks used by the Company and its

- components
- subcomponents
- licensed affiliates

These standards provide a plan for featuring graphic signatures consistently and prominently in business forms and checks. In addition, they help to

- **simplify, clarify, and organize** information by standardizing its presentation
- **streamline and modernize** forms and checks by instituting the use of grids and standard layout principles
- **unify** the forms and checks of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **provide flexibility** to accommodate different kinds of information
- **reduce preparation cost** through the use of common design standards
- **reduce waste and reproduction cost** by avoiding redundancy

Contents

Forms

Forms Requirements **270**.02
The Graphic Signature & Form Title **270**.05
Structuring Information in a Form **270**.06
General Information Area Specifications **270**.10
Consolidating Forms **270**.12
Selecting a Form Format **270**.13
Short Forms **270**.14
Forms with Extensive Instructions **270**.15
External Forms **270**.16

Checks

Guidelines **270**.17
Examples **270**.19

Understanding the requirements of good forms language and design helps you create new forms and evaluate current forms.

Assessing the Need

Before beginning the form design or writing process, ask yourself: "Exactly what information do I need?" You will save time for yourself and your employees, customers, and business partners by not asking for information that is not needed or cannot be put to good use.

Once you have defined your information needs, ask yourself the following questions:

- Can an existing form
  - supply part or all of the information I need?
  - be altered to provide the additional information I need?
- Do my information needs justify the cost and time burdens that a form will place on my organization and my audience?

Once you decide a form is necessary to meet your information needs, think about your prospective audience:

- Will the members of your audience understand why you are soliciting information?
- Will they have the information?
- Do they face obstacles in responding to your form (for example, time and space limitations)?

Giving careful consideration to your audience and your information needs at the outset can make writing and designing your form simpler and more effective.

The Language of Business Forms

A business form performs two basic tasks: It

- communicates your message to a given audience
- permits that audience to respond

Thus, a business form must "talk" and "listen" at the same time. To help people hear your message and respond correctly, here are suggestions to create better forms "conversations":

Talking:

- **The title of your form should state its specific function.** For example, "Quotation for Products and Services" tells the customer exactly what to expect; "Contractor Proposal Form" leaves room for guessing the form's objective.
- **Do not request the same information more than once.** Your audience may be confused and decide to provide different answers to the same question.
- **Make sure all the information on the form is necessary;** unnecessary information wastes time and can confuse the audience.
- **Determine whether your form has more than one function.** If your form serves several functions (for example, collecting several types of information for different purposes), make sure that they are readily distinguishable.
- **Logically group your statements and questions.** A statement or question may be clear when it stands alone but confusing when placed among dissimilar items.
- **Present information in a logical sequence.** If you jump inexplicably from one subject to another, you may lose your audience.
- **Use abbreviations only when you know they will be understood.** If abbreviations require explanation, they do not save time.

continued

- **Speak in a language your audience understands.** Seldom will your audience be composed solely of accountants, lawyers, or engineers. As the following example* from a health benefits plan shows, specialized subject matter does not require specialized language:

  Original: *The benefits of the plan which covers the person on whose expenses claim is based as a dependent of a person whose date of birth, excluding year of birth, occurs earlier in a calendar year, shall be determined before the benefits of a plan which covers such a person as a dependent of a person whose date of birth, excluding year of birth, occurs late in a calendar year.*

  Simplified: *When a husband and wife both have coverage, we use their birthdays to determine who pays for their dependents' coverage. If the husband's birthday falls earlier in the year, his plan will pay. If the wife's birthday falls earlier, then her plan pays. For example, if the wife was born in March, and the husband was born in July, the wife's plan would pay.*

- **If legal or technical terminology cannot be avoided in a form used by a general audience,** put such information at the bottom or on the back of the form and alert users to its whereabouts. This promotes a better forms conversation and can improve forms design.

Listening

To be a good forms conversationalist, a form must "listen" with consideration. Thus:

- **Give your audience enough space to respond.** If you provide too little room for your readers' responses, they may decide that you do not need the information and not respond fully.
- **Use checklists** to speed up the pace of the conversation whenever possible.
- **Use clear, simple words and sentences and be specific.** For example, "In what city and state did the accident occur?" makes it clear to your audience that only the city and state concern you; "Where did the accident occur?" may compel some respondents to draw road maps.
- ***If separate sections of your form are intended for different audiences or if some respondents are not required to fill out the form completely,*** clarify who should fill out which sections:
  - Identify and separate such sections by using a horizontal bar bearing a label such as "For use by [specified users] only" and, if necessary, use a screen tint to differentiate one section from another.
  - Write clear instructions and, if necessary, highlight them in red to help users avoid irrelevant sections. (See pages 13, 15, and 16.)
- ***If some questions are optional,*** identify them:
  - Group them in a section headed with a horizontal bar bearing the label "Optional questions" and, if necessary, differentiate the entire section by using a screen tint.
  - For further clarification, use instructions to explain which questions are optional.
  - For a small number of optional questions, precede each question with "(Optional)."
- ***If your form has multiple copies,*** to differentiate copies, use labels that are easy to understand.
- ***If your audience must use code numbers,*** provide a legend for the code numbers on the back of the form.
- **Test the form before it is reproduced**. Ask potential users to examine a proof or a tight sketch of the proposed form to determine whether they can understand exactly what information is requested. Rewrite and reorganize the form in response to their needs.

continued

---

*From *Corporate Language: Creating a Verbal Identity,*. Kenneth Morris, *Design Management Journal,* Winter 1991, p.37.

Predesign Planning

Before tackling the details of designing a form, consider the following issues:

- **Redundancy**
  - Can you use an existing form?
  - If a new form is required, can you consolidate any existing forms with the new form to create one that serves the needs of others, reduces waste, and avoids redundancy? (See page 12.)
- **Processing**
  - How will the form be
    - · *filled out* (by hand, typewriter, or computer)?
    - · *processed* (faxed, photocopied, or mailed)?
    - · *stored* (punched at the left or top margin for a loose-leaf binder or clasp file folder, microfilmed, reentered as computer data)?
  - What minimum margins are required on all sides of the form to avoid loss of information when using office machines to process the form throughout its life-cycle? (See page 16.)
- **Distribution**

  Can the number of multiple copies be reduced to simplify distribution?
- **Format and size**
  - Which format—vertical or horizontal—is best suited to collect, store, distribute, and retrieve the required information?
  - Is a particular format or size required for manual or machine processing?
  - Is an exceptional form size or a multi-page form required? (See pages 13 and 14.)
- **Information priorities**

  Can your requests for information be categorized as essential, important, less important, and optional or dispensable? This classification will help the designer develop an appropriate layout.
- **Emphasis and differentiation**
  - What information needs to be placed under a heading, reversed from a bar, or otherwise emphasized or subdued?
  - Will some parts of the form require no response or be intended for internal use only?

  (For examples of differentiation and emphasis, see page 16.)
- **Response space**

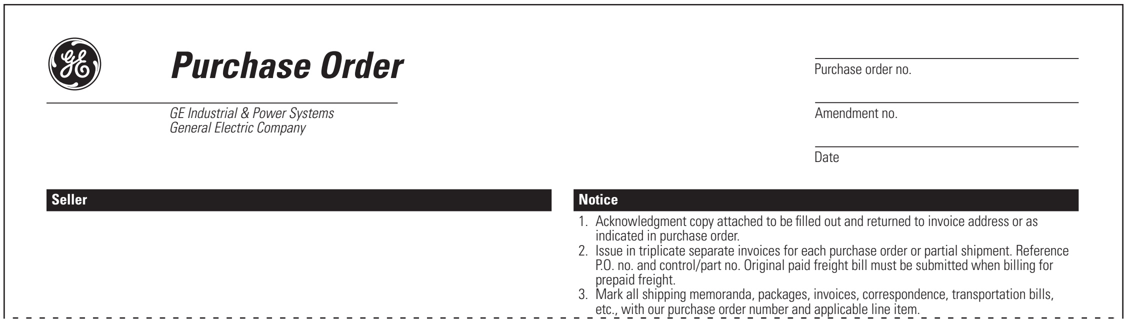
  How much room will respondents need to supply the desired information?
- **Review**

  Before printing, who should review the form design to ascertain its clarity, correctness, and completeness: users, processors, forms manager, legal counsel, others?

The graphic signature* plays a key role in forms conversations. It introduces the form title and thus identifies the topic of the conversation.

The information just below the Laser Line tells the audience who is requesting information.

The examples below show the top portion of typical forms with the graphic signature used to display a variety of one- and two-line form titles.



Purchase Order

GE Industrial & Power Systems
General Electric Company

Purchase order no.

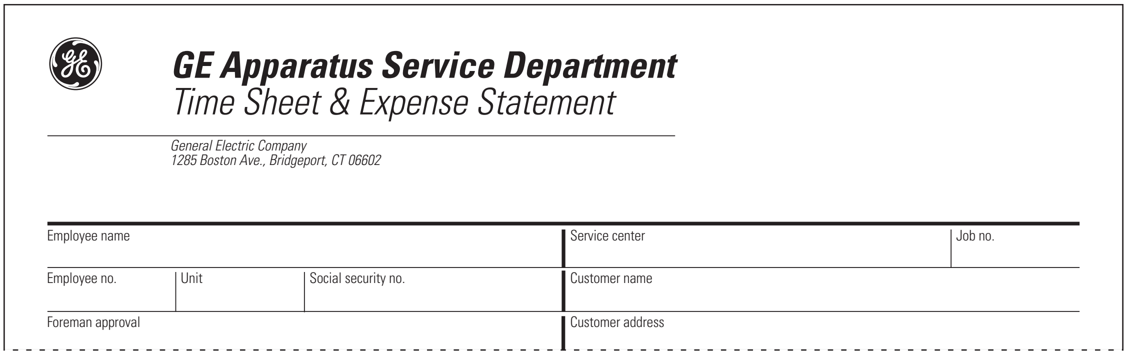
Amendment no.

Date

Seller

Notice

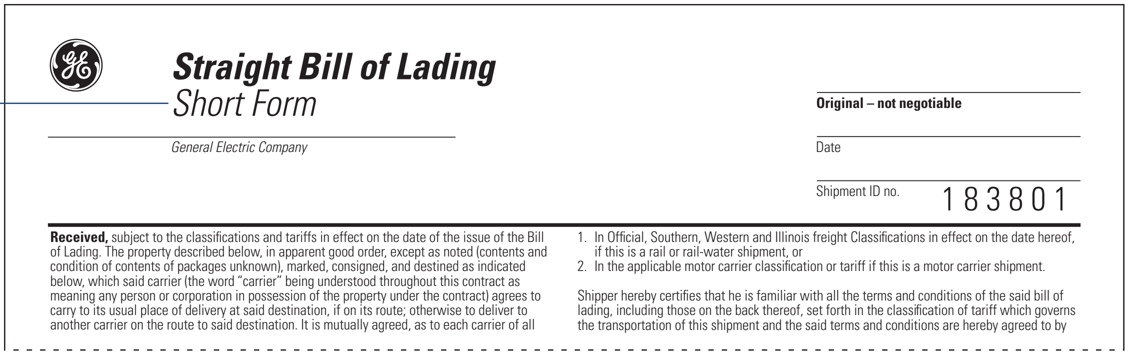
1. Acknowledgment copy attached to be filled out and returned to invoice address or as indicated in purchase order.
2. Issue in triplicate separate invoices for each purchase order or partial shipment. Reference P.O. no. and control/part no. Original paid freight bill must be submitted when billing for prepaid freight.
3. Mark all shipping memoranda, packages, invoices, correspondence, transportation bills, etc., with our purchase order number and applicable line item.



GE Apparatus Service Department
Time Sheet & Expense Statement

General Electric Company
1285 Boston Ave., Bridgeport, CT 06602

Employee name			Service center	Job no.
Employee no.	Unit	Social security no.	Customer name	
Foreman approval			Customer address	



Straight Bill of Lading
Short Form

General Electric Company

Original – not negotiable

Date

Shipment ID no. 183801

Received, subject to the classifications and tariffs in effect on the date of the issue of the Bill of Lading. The property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned, and destined as indicated below, which said carrier (the word "carrier" being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its route; otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all

1. In Official, Southern, Western and Illinois freight Classifications in effect on the date hereof, if this is a rail or rail-water shipment, or
2. In the applicable motor carrier classification or tariff if this is a motor carrier shipment.

Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading, including those on the back thereof, set forth in the classification of tariff which governs the transportation of this shipment and the said terms and conditions are hereby agreed to by

The word "form" *generally should not be used in a form title. Nevertheless, here it is required to differentiate a particular version of a form.*

*The elements of the graphic signature include the Monogram, signature typography, and Laser Line. For more information, see document **131**, *Graphics Signatures*.

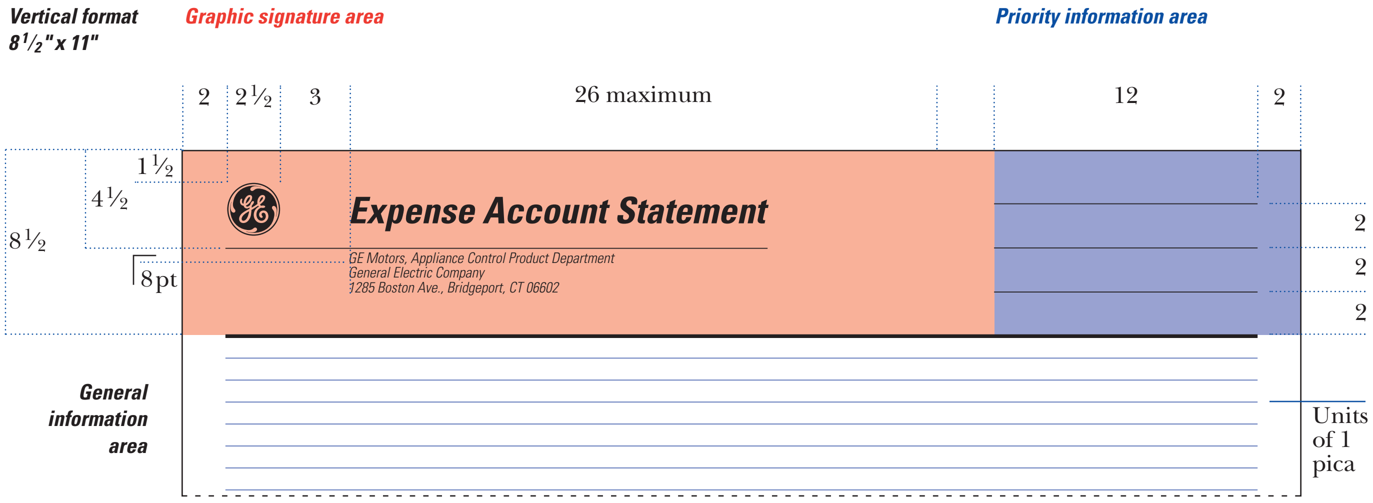
To standardize the placement of text while providing a method for emphasizing selected information, the design of all forms is based on a single layout. As shown in the examples below, this basic layout divides the form into three sections, one each for

- the graphic signature
- priority information
- general information

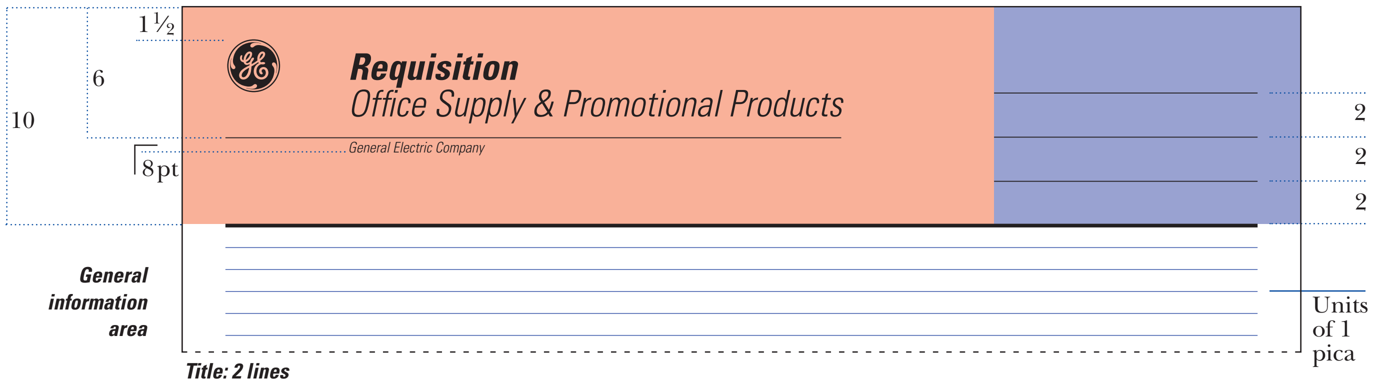
Graphic Signature Area
Separate the graphic signature area (shown in a red tint in the examples below) from the general information area with a 2-point horizontal rule running from the left to the right margin. Place the rule 8½ picas (for a one-line title) or 10 picas (for a two-line title) from the top edge of the form.

Note: For detailed guidelines on setting up the graphic signature, see pages 08 and 09.

continued


Vertical format
8½"x 11"
Graphic signature area
Priority information area
2
2½
3
26 maximum
12
2
1½
4½
8½
8pt
Expense Account Statement
GE Motors, Appliance Control Product Department
General Electric Company
1285 Boston Ave., Bridgeport, CT 06602
2
2
2
General information area
Units of 1 pica

Title: 1 line


1½
6
10
8pt
Requisition
Office Supply & Promotional Products
General Electric Company
2
2
2
General information area
Units of 1 pica

Title: 2 lines

Measurements are given in picas and points (pt).
Margin dimensions are the minimum recommended.
Blue horizontal rules indicate the 12-point grid.
Examples are shown at a reduced size.

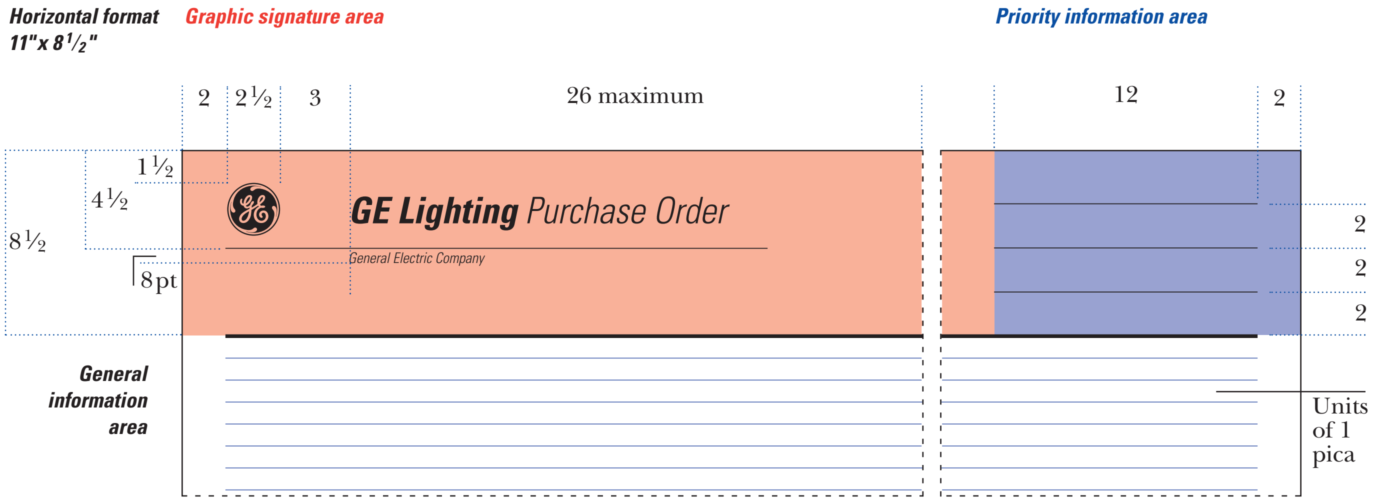
Priority Information Area
Use the priority information area (indicated in light blue) for only

- information that needs to be found quickly (for example, a serial number)
- critical instructions (for example, "Internal use only")

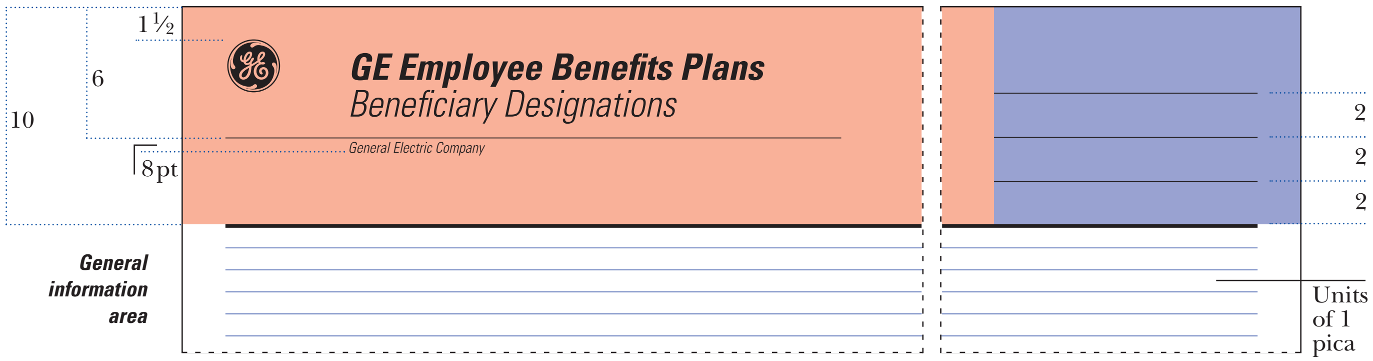
This information may be structured using ½-point rules, 12 picas long and 2 picas apart.

General Information Area
A 1-pica horizontal grid helps to structure the information in this area. One pica of vertical space can accommodate a line of information generated by hand, typewriter, and most computers. Horizontal rules, bars, or screens must fall on the lines of this grid. For detailed specifications, see pages 10 and 11.

continued


Horizontal format
11"x 8½"
Graphic signature area
Priority information area
2
2½
3
26 maximum
12
2
1½
4½
8½
8pt
GE Lighting Purchase Order
General Electric Company
2
2
2
General information area
Units of 1 pica

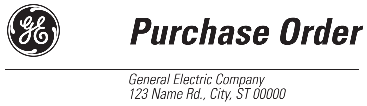
Title: 1 line


1½
6
10
8pt
GE Employee Benefits Plans
Beneficiary Designations
General Electric Company
2
2
2
General information area
Units of 1 pica

Title: 2 lines

Measurements are given in picas and points (pt).
Margin dimensions are the minimum recommended.
Blue horizontal rules indicate the 12-point grid.
Examples are shown at a reduced size.

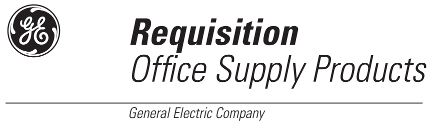
Example 1



Purchase Order

General Electric Company
123 Name Rd., City, ST 00000

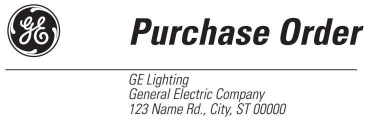
Example 2



Requisition
Office Supply Products

General Electric Company

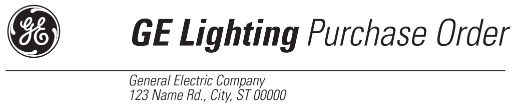
Example 3



Purchase Order

GE Lighting
General Electric Company
123 Name Rd., City, ST 00000

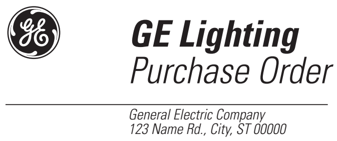
Example 4a



GE Lighting Purchase Order

General Electric Company
123 Name Rd., City, ST 00000

Example 4b



GE Lighting
Purchase Order

General Electric Company
123 Name Rd., City, ST 00000

Examples are shown at a reduced size.

Form Title
To prominently identify the form and distinguish it from others, feature the form title in the graphic signature (Example 1):

- Typeset the title in 20-point Univers 68, using initial capital and lowercase letters
- Place the title 3 picas to the right of the Monogram and align the title with the letters in the Monogram.

Short titles are preferred, and the maximum title length is 26 picas.

For long form titles, Univers 48 may be used in the second part to help make the title easy to read (Example 2).

Either one or two lines may be used. If two lines are used,

- set the title solid (20/20 points)
- align the first line of the title with the letters in the Monogram.

Legal Name
Since the legal name of the company is required on all forms, use it in the address block, typeset in 8/8-point Univers 48, placed just beneath the Laser Line (Example 1). If no address is needed, the legal name appears by itself (Example 2).

Communicative Name
When the communicative name of the component or affiliate is required, place it

- ***(Preferred)*** *above the legal name in the address block,* typeset in 8/8-point Univers 48 (Example 3). This method of displaying the communicative name is preferred because it emphasizes the form title.
- ***(Alternative)*** *in the graphic signature,* typeset in 20/20-point Univers 68, preceding the form title, which is typeset in 20/20-point Univers 48; use one or two lines as required (Examples 4a and 4b). This method is used when the communicative name must be prominently displayed with the form title. Note: When a communicative name is used in the graphic signature, the form title must be typeset in Univers 48; Univers 68 may be used for only the communicative name.

continued

Example 5

Beneficiary Designations

GE Employee Benefits Plans
General Electric Company
123 Name Rd., City, ST 00000

Example 6

GE Employee Benefits Plans
Beneficiary Designations

General Electric Company
123 Name Rd., City, ST 00000

Program & Plan Names
The name of a program or plan is treated like a communicative name. Place it

- ***(Preferred)*** *above the legal name in the address block,* typeset in 8/8-point Univers 48 (Example 5). This method of displaying the program or plan name is preferred because it emphasizes the form title.
- ***(Alternative)*** *in the graphic signature,* typeset in 20/20-point Univers 68, preceding the form title, which is typeset in 20/20-point Univers 48; use one or two lines as required (Example 6). This method is used when the program or plan name must be prominently displayed with the form title. Note: When a program or plan name is used in the graphic signature, the form title must be typeset in Univers 48; Univers 68 may be used for only the program or plan name.

Signature Monogram
Typeset the signature Monogram in 40-point GE Logo Font (approximately 2½ picas in diameter) and place it at the left and top margins, a minimum of 2 picas from the left and 1½ picas from the top trim edges of the form.

Laser Line
Use a ½-point rule that extends from the left edge of the Monogram to the end of the signature typography or the length of the longest line in the address block, whichever is longer.

Examples are shown at a reduced size.

To differentiate and emphasize items in the general information area, use the following specifications for typography and graphic devices. These specifications are shown in the examples on the following pages.

Typography and text placement

Use only Univers Condensed in forms.

- *For general information,* use 8/8-point Univers 47.
- *For emphasis,* use 8/8-point Univers 67.

Place the baseline of type 8 points below a horizontal rule and 3 points to the right of a vertical rule.

Set blocks of copy flush left, ragged right.

For full sentences, use standard capitalization. For incomplete sentences and labels, use an initial capital letter in the first word only.

Reversed type: Use 8/8-point Univers 67. Place the baseline 8 points below the top edge of the bar and 3 points to the right of its left edge.

Form number: Use 6-point Univers 47. Place the baseline 1 pica above the bottom trim edge of the form, aligned at the left margin of the form.

Distribution instructions: Use 8-point Univers 68 to identify distribution copies. Place the baseline 1 pica from the bottom trim edge of the form.

Rule weights

- *To structure information,* use ½-point horizontal and vertical rules.
- *For emphasis,* use 2-point horizontal and vertical rules.

Vertical spacing

Horizontal rules must fall on the lines of the 1-pica grid (see pages 06 and 07). One pica of vertical space can accommodate a line of information generated by hand, typewriter, or computer. Note: Because a prompt is usually used to request information (for example, “Address” or “Priced by”), 2 picas of space is required to accommodate a single-line response. Each additional pica of space gives the respondent an extra line.

Horizontal bars

Use horizontal bars for additional emphasis or to structure information. A horizontal bar extending the width of a form can be used to separate the graphic signature area from the general information area (see the example on page 05). To fit the horizontal grid, bar widths must be multiples of 1 pica. Reverse type from bars.

Vertical rules

Use vertical rules to divide information or columns. Do not use vertical rules along the right or left margins. Connect the bottom of each vertical rule to a horizontal rule. Do not connect the top of a vertical rule to a horizontal rule. Instead, align the top of each vertical rule with the top of the adjacent capital letter. Dashed ½-point vertical rules can provide additional differentiation; for example, a separate cents column can be created within a larger price column (see the example on page 16).

Open circles

Use open circles instead of boxes for checklists. Circles should have a ½-point rule weight with a 9-point diameter. Place the circle 3 points from the following copy and center it opposite the height of the initial capital letter.

Screens

A 10 percent black screen can be used to differentiate a particular area within a form (see the examples on pages 11 and 13).

Colors

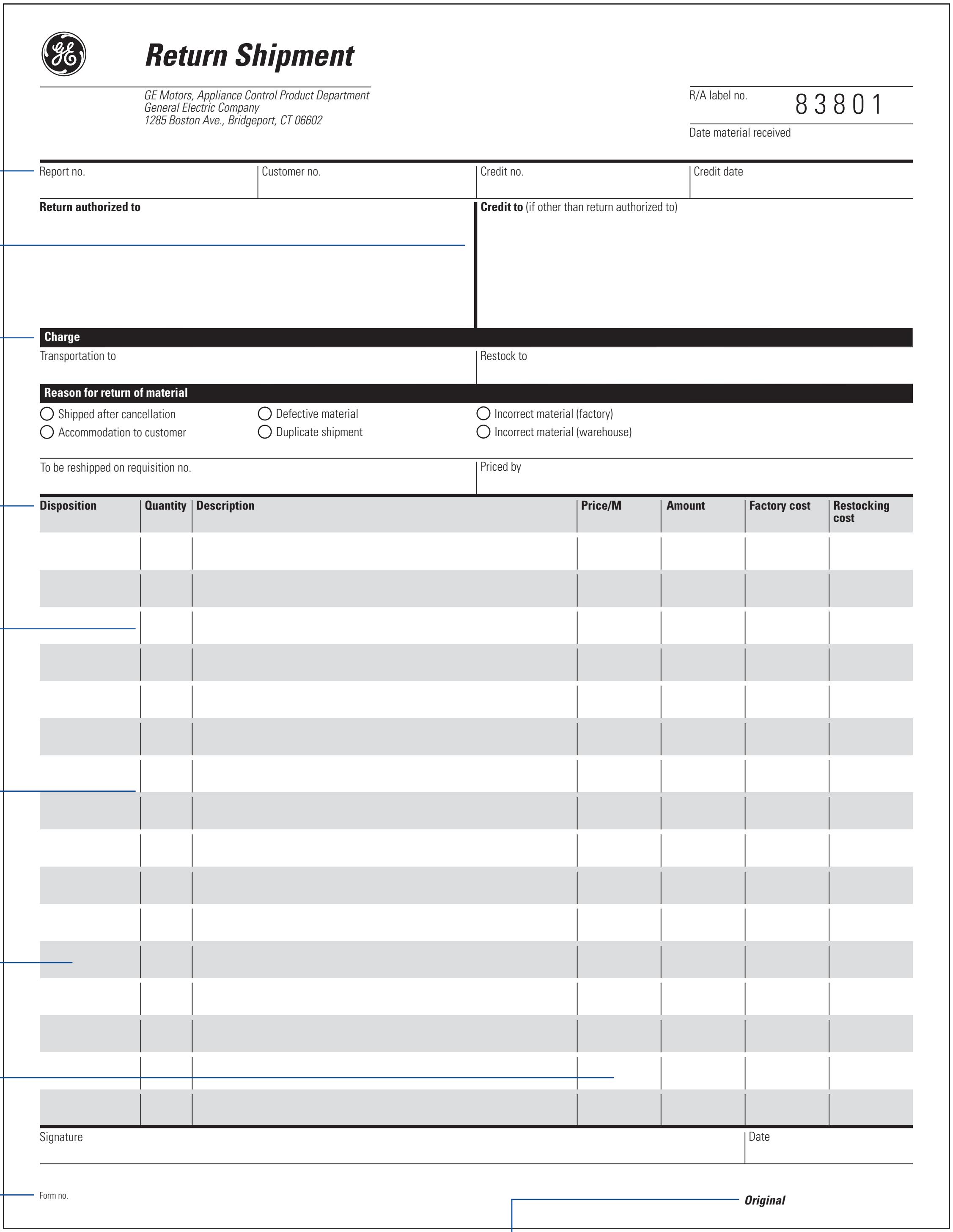
- *For the primary color on all forms,* use black.
- *To highlight important information or instructions,* use Laser Red.

If Laser Red is used, the Laser Line in the graphic signature should also be reproduced in Laser Red.

Notes:

- The Laser Line is the only element of the graphic signature that may be reproduced in red. Do not use red in the signature Monogram or form title.
- To maintain the distinction of the Laser Line, do not use Laser Red in other fine lines.

continued



Return Shipment

GE Motors, Appliance Control Product Department
General Electric Company
1285 Boston Ave., Bridgeport, CT 06602

R/A label no. 83801

Date material received

Report no.	Customer no.	Credit no.	Credit date

Return authorized to

Credit to (if other than return authorized to)

Charge

Transportation to

Restock to

Reason for return of material

○ Shipped after cancellation
○ Accommodation to customer
○ Defective material
○ Duplicate shipment
○ Incorrect material (factory)
○ Incorrect material (warehouse)

To be reshipped on requisition no.

Priced by

Disposition	Quantity	Description	Price/M	Amount	Factory cost	Restocking cost

Signature

Date

Form no.

Original

For general information,
use 8/8-point Univers 47.

To divide or emphasize information,
use a 2-point rule.

For strong emphasis,
reverse type
from a horizontal bar.
Use 8-point Univers 67.
Size thicknesses of bars in
1-pica increments.

For emphasis,
use 8/8-point Univers 67.

To structure information,
use a ½-point rule.

Stand each vertical rule on a horizontal rule or bar.
The top of each vertical rule
should not connect to any
other element.

To differentiate line items,
use a 10 percent black screen.

When possible, keep column widths equal.

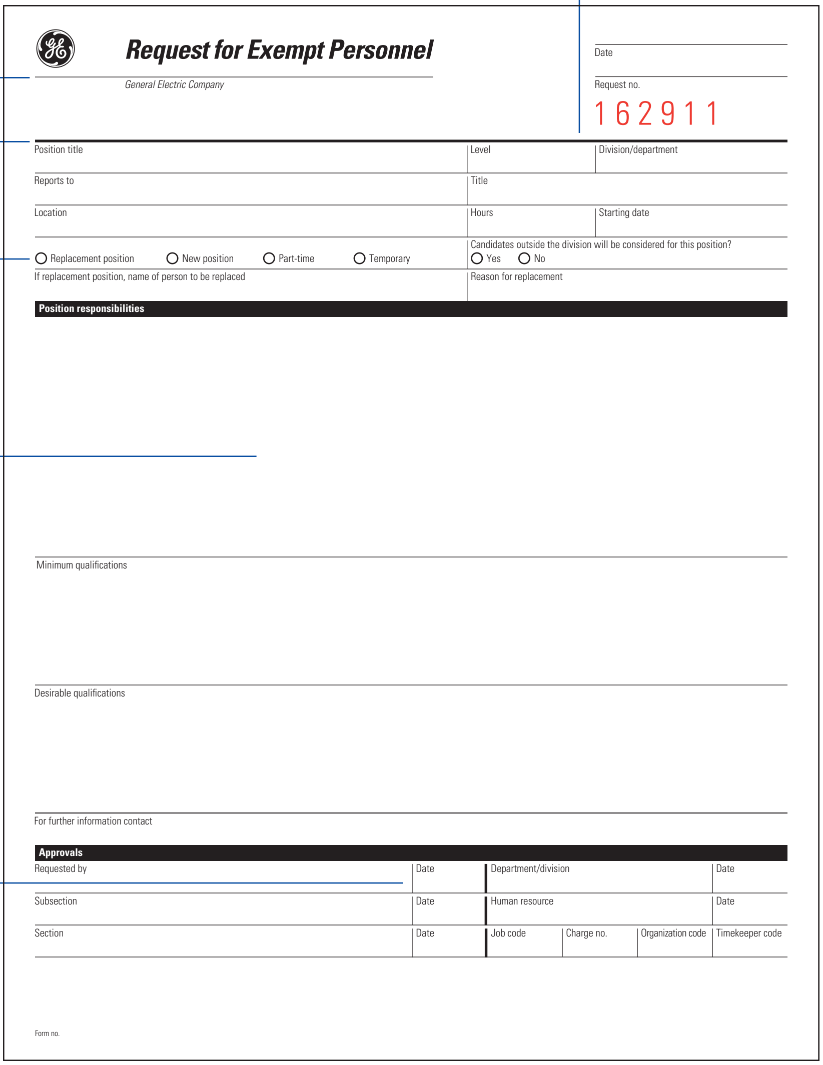
For the form number,
use 6-point Univers 47.

For distribution instructions,
use 8-point Univers 68.

Examples are shown at a reduced size.

Consolidating forms by adapting an existing form to serve the needs of many can result in substantial savings in forms development and reduce waste. Using a form jointly with other departments or GE components can eliminate forms development costs and result in far lower printing costs.

For example, although produced independently, each of the many *Request for Exempt Personnel* forms requested the same information. By standardizing the information and using only the Company's legal name, the consolidated form was made non-proprietary and can be printed in quantity for use by a number of GE components.



Request for Exempt Personnel

General Electric Company

Date

Request no.

162911

Position title	Level	Division/department
Reports to	Title	
Location	Hours	Starting date
○ Replacement position ○ New position ○ Part-time ○ Temporary	Candidates outside the division will be considered for this position? ○ Yes ○ No	
If replacement position, name of person to be replaced	Reason for replacement	

Position responsibilities

Minimum qualifications

Desirable qualifications

For further information contact

Approvals

Requested by	Date	Department/division			Date
Subsection	Date	Human resource			Date
Section	Date	Job code	Charge no.	Organization code	Timekeeper code

Form no.

The serial number *is imprinted in Laser Red.*

The Laser Line *remains black. (The red number is a serial imprint.)*

A 2-point rule *separates the graphic signature area and creates a distinct general information area.*

For checklists, *use open circles with a 9-point diameter and a $^1/_2$-point rule weight.*

On a form filled out by typewriter, *some areas may not require horizontal rules.*

A vertical rule *is connected to a horizontal rule at the bottom only.*

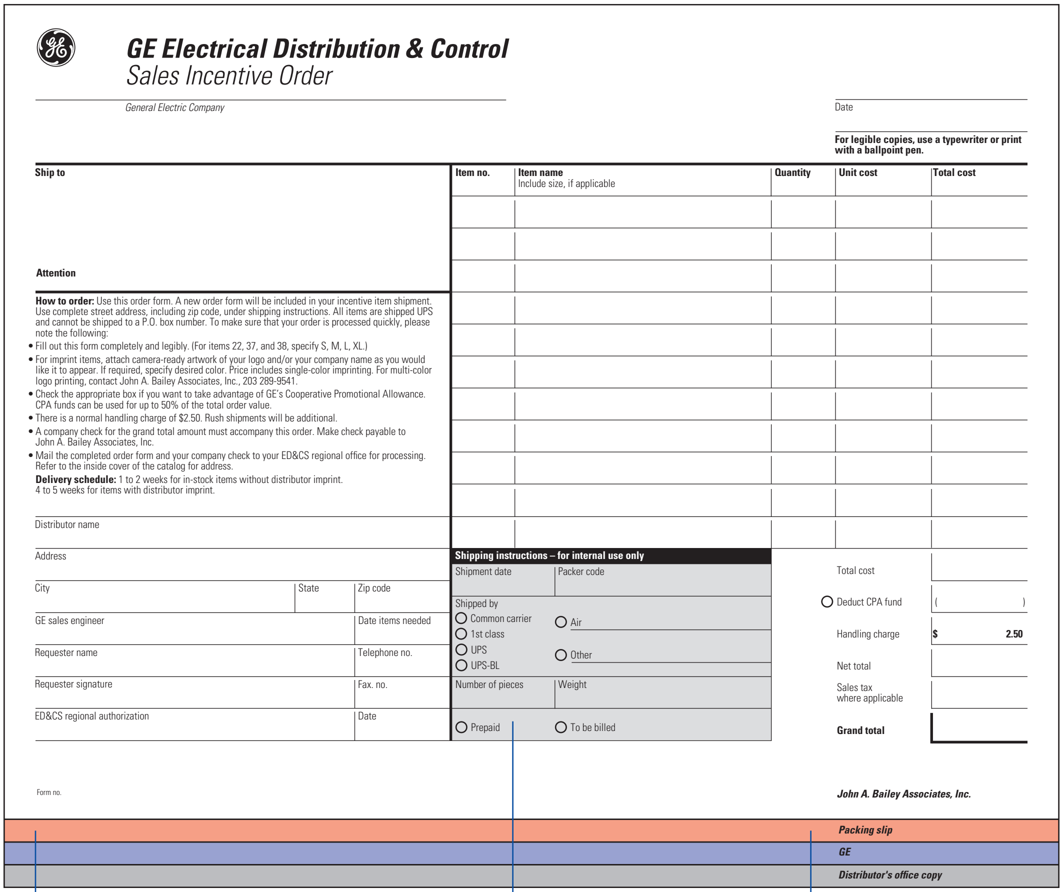
Examples are shown at a reduced size.

The standard format sizes include

- 8½"x 11" (vertical)
- 11"x 8½" (horizontal)

For information on short forms, see page 14.

In the example below, the horizontal format makes it easier to structure instructions and provides more space for filling out the form.



GE Electrical Distribution & Control
Sales Incentive Order
General Electric Company

Date

For legible copies, use a typewriter or print with a ballpoint pen.

Ship to

Attention

How to order: Use this order form. A new order form will be included in your incentive item shipment. Use complete street address, including zip code, under shipping instructions. All items are shipped UPS and cannot be shipped to a P.O. box number. To make sure that your order is processed quickly, please note the following:

- Fill out this form completely and legibly. (For items 22, 37, and 38, specify S, M, L, XL.)
- For imprint items, attach camera-ready artwork of your logo and/or your company name as you would like it to appear. If required, specify desired color. Price includes single-color imprinting. For multi-color logo printing, contact John A. Bailey Associates, Inc., 203 289-9541.
- Check the appropriate box if you want to take advantage of GE's Cooperative Promotional Allowance. CPA funds can be used for up to 50% of the total order value.
- There is a normal handling charge of $2.50. Rush shipments will be additional.
- A company check for the grand total amount must accompany this order. Make check payable to John A. Bailey Associates, Inc.
- Mail the completed order form and your company check to your ED&CS regional office for processing. Refer to the inside cover of the catalog for address.

Delivery schedule: 1 to 2 weeks for in-stock items without distributor imprint.
4 to 5 weeks for items with distributor imprint.

Distributor name
Address
City | State | Zip code
GE sales engineer | Date items needed
Requester name | Telephone no.
Requester signature | Fax. no.
ED&CS regional authorization | Date

Item no.	**Item name** Include size, if applicable	**Quantity**	**Unit cost**	**Total cost**

Shipping instructions – for internal use only
Shipment date | Packer code
Shipped by
○ Common carrier ○ Air
○ 1st class
○ UPS ○ Other
○ UPS-BL
Number of pieces | Weight
○ Prepaid ○ To be billed

Total cost
○ Deduct CPA fund ( )
Handling charge $ 2.50
Net total
Sales tax where applicable
Grand total

Form no.

John A. Bailey Associates, Inc.

Packing slip
GE
Distributor's office copy

Paper stock of any color
may be used in multi-part forms.

To highlight an area,
use a 10 percent black screen.

Place multiform labels
in the same area on each copy.

Examples are shown at a reduced size.

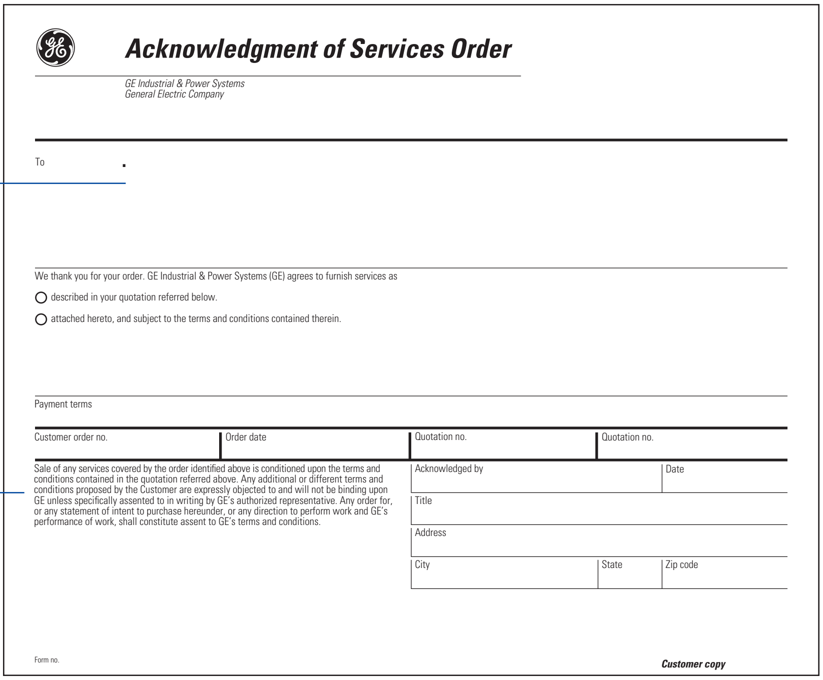
If the amount of information to communicate or collect is minimal, a small form should be used. While ample white space is generally desirable, spreading information out to fill a page is not. A small format size also saves on paper costs.

The standard short form sizes include

- 8½" x 7" (folds in half to fit inside a standard #10 business envelope)
- 8½" x 6½"
- 8½" x 5½"

Note: The width is always 8½".

When a form is returned in a window envelope, a typing dot should be provided to facilitate the correct positioning of the mailing address. Use an 8-point Univers 47 period and position it so that the first letter of the addressee's name will appear in the upper-left corner of the window.



Acknowledgment of Services Order

GE Industrial & Power Systems
General Electric Company

To .

We thank you for your order. GE Industrial & Power Systems (GE) agrees to furnish services as

○ described in your quotation referred below.

○ attached hereto, and subject to the terms and conditions contained therein.

Payment terms

Customer order no.	Order date	Quotation no.	Quotation no.

Sale of any services covered by the order identified above is conditioned upon the terms and conditions contained in the quotation referred above. Any additional or different terms and conditions proposed by the Customer are expressly objected to and will not be binding upon GE unless specifically assented to in writing by GE's authorized representative. Any order for, or any statement of intent to purchase hereunder, or any direction to perform work and GE's performance of work, shall constitute assent to GE's terms and conditions.

Acknowledged by		Date
Title		
Address		
City	State	Zip code

Form no.

Customer copy

The typing dot
(8-point Univers 47) helps users position the address to fit a window envelope.

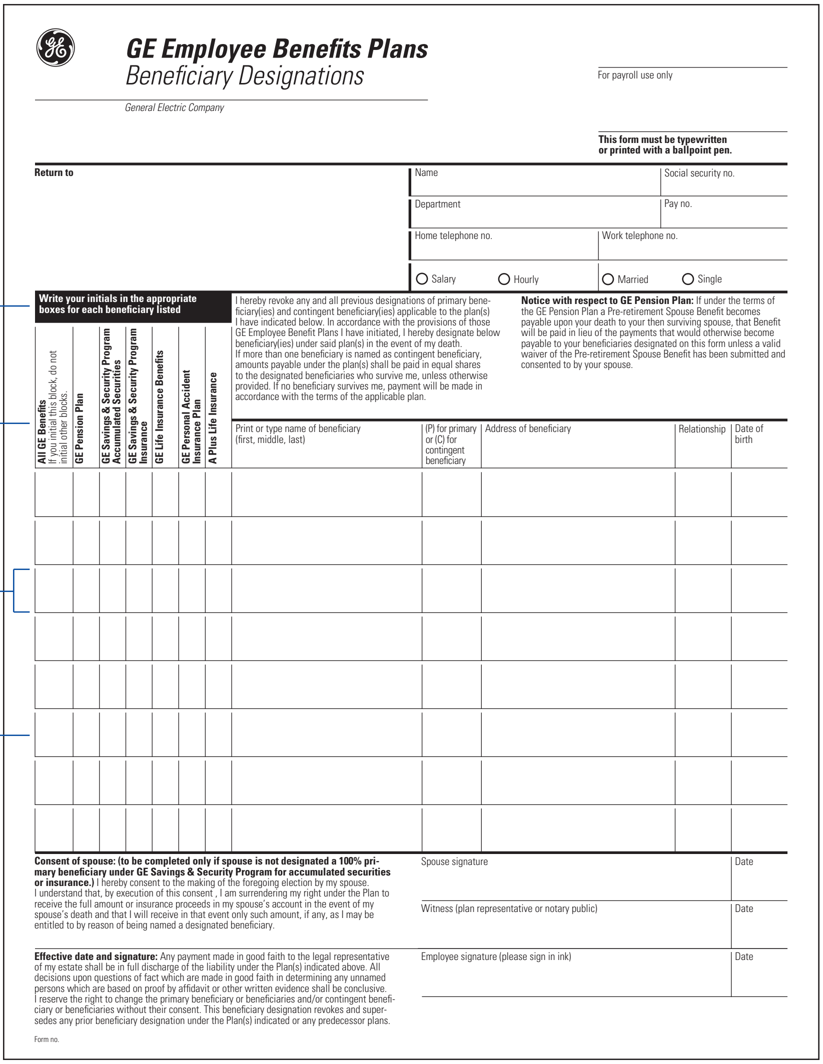
A narrow column width
enhances legibility.

This 8½" x 7" form can be folded in half lengthwise to fit in a #10 business envelope.

Examples are shown at a reduced size.

To collect a small amount of information, sometimes it is necessary to communicate a great deal of instructions. This is often true of forms that ask users to make choices having legal or financial consequences.

To make such forms easy to use,
- *provide* sufficient space for responses
- *separate* instructions from response spaces
- *format* instructions in a narrow column to make them easy to read



GE Employee Benefits Plans
Beneficiary Designations

General Electric Company

For payroll use only

This form must be typewritten or printed with a ballpoint pen.

Return to

Name
Social security no.
Department
Pay no.
Home telephone no.
Work telephone no.

○ Salary ○ Hourly ○ Married ○ Single

Write your initials in the appropriate boxes for each beneficiary listed

I hereby revoke any and all previous designations of primary beneficiary(ies) and contingent beneficiary(ies) applicable to the plan(s) I have indicated below. In accordance with the provisions of those GE Employee Benefit Plans I have initiated, I hereby designate below beneficiary(ies) under said plan(s) in the event of my death. If more than one beneficiary is named as contingent beneficiary, amounts payable under the plan(s) shall be paid in equal shares to the designated beneficiaries who survive me, unless otherwise provided. If no beneficiary survives me, payment will be made in accordance with the terms of the applicable plan.

Notice with respect to GE Pension Plan: If under the terms of the GE Pension Plan a Pre-retirement Spouse Benefit becomes payable upon your death to your then surviving spouse, that Benefit will be paid in lieu of the payments that would otherwise become payable to your beneficiaries designated on this form unless a valid waiver of the Pre-retirement Spouse Benefit has been submitted and consented to by your spouse.

All GE Benefits If you initial this block, do not initial other blocks.	**GE Pension Plan**	**GE Savings & Security Program Accumulated Securities**	**GE Savings & Security Program Insurance**	**GE Life Insurance Benefits**	**GE Personal Accident Insurance Plan**	**A Plus Life Insurance**	Print or type name of beneficiary (first, middle, last)	(P) for primary or (C) for contingent beneficiary	Address of beneficiary	Relationship	Date of birth

Consent of spouse: (to be completed only if spouse is not designated a 100% primary beneficiary under GE Savings & Security Program for accumulated securities or insurance.) I hereby consent to the making of the foregoing election by my spouse. I understand that, by execution of this consent , I am surrendering my right under the Plan to receive the full amount or insurance proceeds in my spouse's account in the event of my spouse's death and that I will receive in that event only such amount, if any, as I may be entitled to by reason of being named a designated beneficiary.

Spouse signature
Date
Witness (plan representative or notary public)
Date

Effective date and signature: Any payment made in good faith to the legal representative of my estate shall be in full discharge of the liability under the Plan(s) indicated above. All decisions upon questions of fact which are made in good faith in determining any unnamed persons which are based on proof by affidavit or other written evidence shall be conclusive. I reserve the right to change the primary beneficiary or beneficiaries and/or contingent beneficiary or beneficiaries without their consent. This beneficiary designation revokes and supersedes any prior beneficiary designation under the Plan(s) indicated or any predecessor plans.

Employee signature (please sign in ink)
Date

Form no.

For emphasis, *reverse short instructions from a 2-pica bar.*

Vertical type *is difficult to read and generally should be avoided. Nevertheless, here it provides more space for responses.*

3-pica spaces *accommodate two lines of typewritten text.*

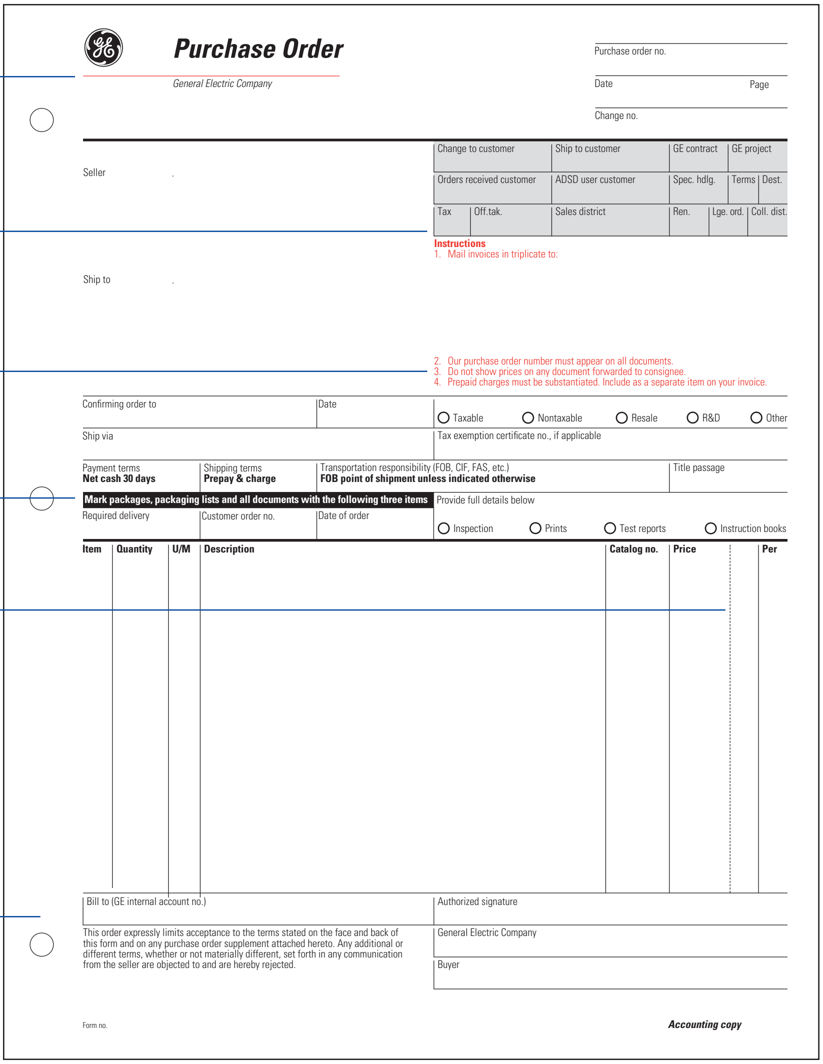
Vertical rules at the margin *generally are unnecessary and should be avoided. Nevertheless, here they create boxes for the user's responses.*

Examples are shown at a reduced size.

Forms used by GE's business partners, customers, and other external audiences must be functional and present information in a logical order. Sections filled out by GE personnel must be clearly delineated from sections requiring external attention or response.

The form below uses several graphic devices to separate and highlight information:

- **A 10 percent black screen** isolates a set of responses to be completed internally.
- **Laser Red** highlights important mailing and billing instructions for suppliers.
- **Type reversed out of a horizontal bar** draws attention to important shipping instructions.
- **The left margin, increased to 5 picas,** accommodates three-hole punching or other binding methods.



Purchase Order

General Electric Company

Purchase order no.

Date Page

Change no.

Seller

Change to customer	Ship to customer	GE contract	GE project
Orders received customer	ADSD user customer	Spec. hdlg.	Terms | Dest.
Tax | Off.tak.	Sales district	Ren. | Lge. ord.	Coll. dist.

Ship to

Instructions
1. Mail invoices in triplicate to:
2. Our purchase order number must appear on all documents.
3. Do not show prices on any document forwarded to consignee.
4. Prepaid charges must be substantiated. Include as a separate item on your invoice.

Confirming order to

Date

○ Taxable ○ Nontaxable ○ Resale ○ R&D ○ Other

Ship via

Tax exemption certificate no., if applicable

Payment terms
Net cash 30 days

Shipping terms
Prepay & charge

Transportation responsibility (FOB, CIF, FAS, etc.)
FOB point of shipment unless indicated otherwise

Title passage

Mark packages, packaging lists and all documents with the following three items

Provide full details below

Required delivery

Customer order no.

Date of order

○ Inspection ○ Prints ○ Test reports ○ Instruction books

Item	Quantity	U/M	Description	Catalog no.	Price	Per

Bill to (GE internal account no.)

Authorized signature

This order expressly limits acceptance to the terms stated on the face and back of this form and on any purchase order supplement attached hereto. Any additional or different terms, whether or not materially different, set forth in any communication from the seller are objected to and are hereby rejected.

General Electric Company

Buyer

Form no.

Accounting copy

The Laser Line is printed in Laser Red *because this second color is used in the text.*

For differientiation, *use a 10 percent black screen.*

To highlight important mailing and billing information, *use the second color, Laser Red.*

For emphasis, *reverse type from a bar.*

To help structure a price column, *use dashed $\frac{1}{2}$-point vertical rules.*

For three-hole punch, *use a 5-pica margin.*

Examples are shown at a reduced size.

To differentiate and emphasize items in checks, use the following specifications for typography and graphic devices. These specifications are shown in the examples on the following pages.

General

In all checks, the following elements should be consistent:

- the size of the signature Monogram
- the size and specifications for all typography
- the weights (thicknesses) of rules
- the position of typography in relation to rules

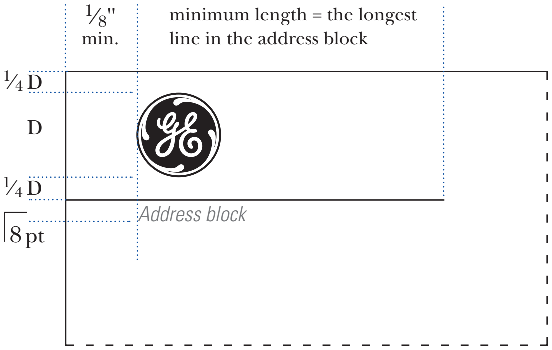
The following elements may vary:

- the amount of space between horizontal rules
- the number and position of vertical rules and the corresponding columns of information
- the information that is emphasized with bold type (Univers 67), bold rules (1½-point), or bars

Use a measurement system based on the method by which the check will be filled out:

- *For checks filled out by typewriters or computers,* use multiples of 1 unit of vertical typewriter spacing (⅙ inch).
- *For checks only filled out by hand,* use multiples of ¼ or ⅓ inch.

Note: Computer printout positions are not easy to change. When redesigning a computer check, take into account established printout positions.



Graphic Signature & Address Block

As shown in the example above, in the upper-left corner of each check,

- **place a 44-point signature Monogram**, typeset in GE Logo Font, maintaining the following minimum margins:
  - *above the signature Monogram,* ¼ the diameter of the Monogram
  - *at the left side,* ⅛ inch
- **place a ½-point Laser Line** below the signature Monogram:
  - Leave a space equal to ¼ the diameter of the Monogram between the Laser Line and the Monogram.
  - If desired, bleed the Laser Line left.
  - Extend the Laser Line at least to the end of and preferably beyond the longest line in the address block.

Set the address block in 8/8-point Univers 48, flush left with the signature Monogram. Place the baseline of the first line of the address block 8 points below the Laser Line.

Notes

- If a communicative name is used**,** see the specifications for business forms on page 08.
- Envelopes with windows for return addresses may require that the graphic signature be reduced to fit. (Do not reduce the signature Monogram to less than a 3⁄16-inch diameter.)

continued

Rule Weights

- *To structure information,* use ½-point horizontal and vertical rules
- *For emphasis,* use heavier 1½-point rules.

Horizontal & Vertical Spacing

- Space horizontal rules according to the appropriate measurement system, described in the general specifications on the previous page.
- Use vertical rules to divide columns of information:
  - Size the column width to accommodate the requested information. (Note: Using this method, if column widths are similar in size, make them the same.)
  - Do not use vertical rules at the far left or right edges of a check.
  - Connect the bottom of each vertical rule to a horizontal rule. Do not connect the tops of vertical rules to horizontal rules; instead, align the top of each vertical rule with the top of the capital letter in the first line of the typography.

Use ⅙-inch horizontal bars for additional structure and emphasis. Reverse any typography from these bars, placing it 3 points from the left edge of the bar.

Typography & Text Placement

Use only Univers Condensed in checks.

- *For general information,* use 8/8-point Univers 47.
- *For emphasis,* use 8/8-point Univers 67.
- *To deemphasize information,* use 6/6-point Univers 47.
- *For the monetary symbol (for example, $ or £),* use 16-point Univers 67, placed flush left 3 points above the horizontal rule for the check amount.

Place the baseline of check typography 8 points below or 3 points above a horizontal rule.

Place check typography 3 points to the right of a vertical rule and end the top of the vertical rule at the top of the capital letter.

Whenever possible, align typography with other typography and layout elements.

Margins

When possible, maintain the following minimum margins:

- *above the signature Monogram,* ¼ the diameter of the Monogram
- *at the sides and bottom of the check,* ⅛ inch

Security Pattern

To ensure confidentiality, use an envelope security pattern consisting of a field of repeated GEs, typeset in Univers 68. Reproduce the pattern in positive or negative form on the inside or outside of envelopes used for checks.

Dynamic Monogram

Use the Dynamic Monogram in the background of checks according to the standards and guidelines in document **134,** *Dynamic Monogram.*

Colors

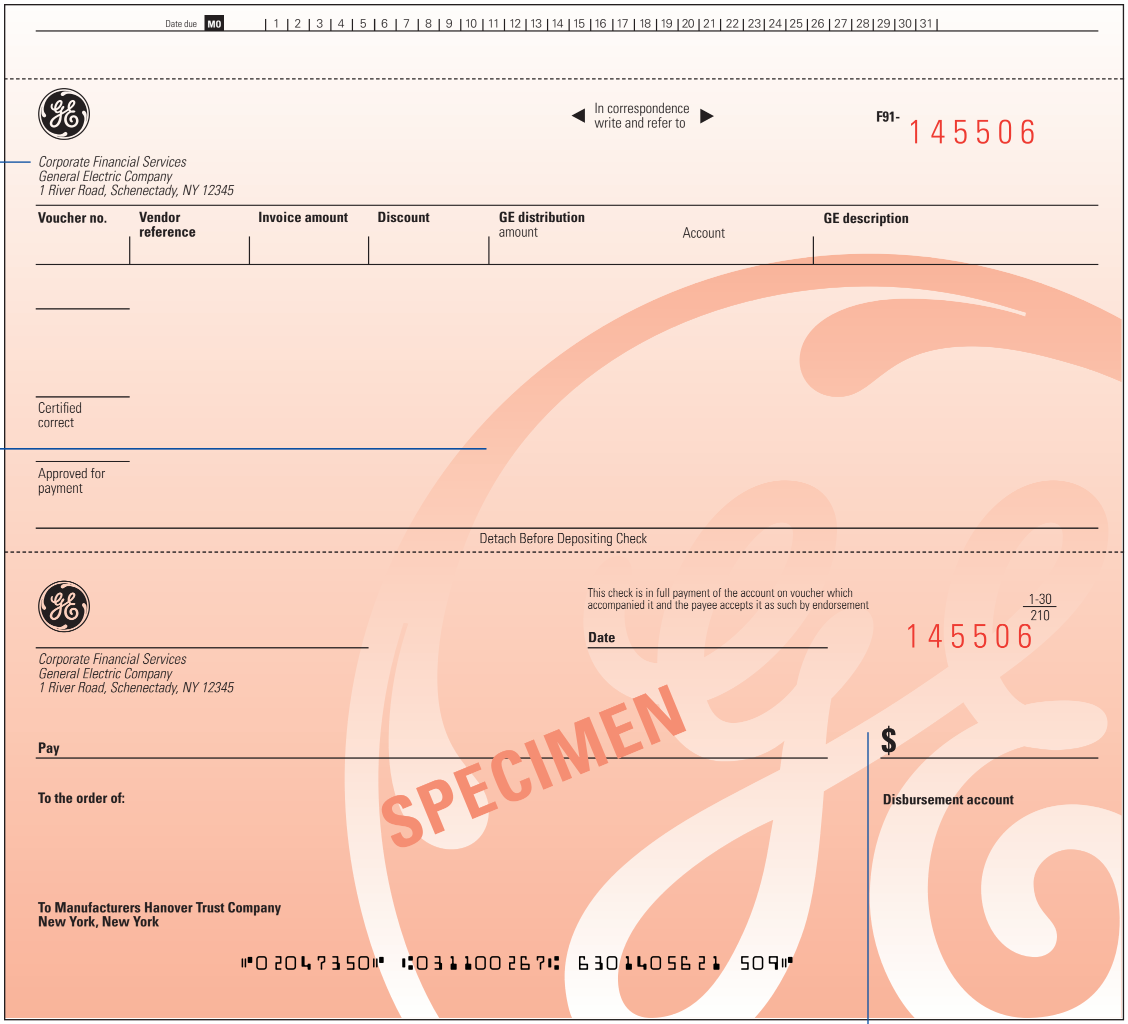
- *For the primary color on all checks,* use black.
- *To highlight important information* (such as the imprinted serial number), use Laser Red.
- *To differentiate or emphasize areas,* use a 10 percent black screen.
- *In the Dynamic Monogram,* use any appropriate color (Note: Normally, the letters/curlicues are reproduced lighter than the field. When opposing tone progressions are used, it is permissible for a small part of the top portion of the curlicues to be darker than the field, as shown in the examples on pages 19 and 20.)
- *For the paper stock,* use white.

Notes:

- The Laser Line is the only element of the graphic signature that may be reproduced in red. Do not use red in the signature Monogram or any signature typography.
- To maintain distinction in the Laser Line, do not use Laser Red in other fine lines.

Typeset the address block *in 8/8-point Univers 48 and place it flush left with the signature Monogram.*

The three-quarter Dynamic Monogram *is used on this check, sized and placed so that when the voucher portion of the check is torn off along the perforation, the horizontal Dynamic Monogram—with the correct crop along the top edge—remains on the face of the check.*



Date due **MO** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

◀ In correspondence write and refer to ▶

F91- 145506

Corporate Financial Services
General Electric Company
1 River Road, Schenectady, NY 12345

Voucher no.	**Vendor reference**	**Invoice amount**	**Discount**	**GE distribution** amount	Account	**GE description**

Certified correct

Approved for payment

Detach Before Depositing Check

This check is in full payment of the account on voucher which accompanied it and the payee accepts it as such by endorsement

$\frac{1\text{-}30}{210}$

145506

Date

Corporate Financial Services
General Electric Company
1 River Road, Schenectady, NY 12345

Pay

$

To the order of:

Disbursement account

SPECIMEN

To Manufacturers Hanover Trust Company
New York, New York

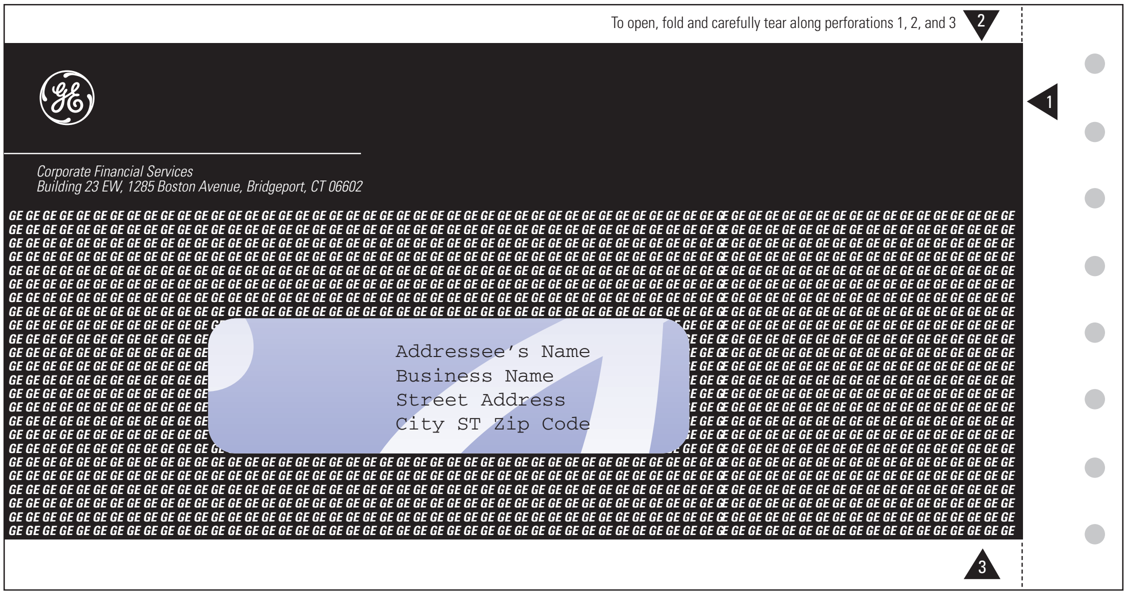
⑈0 2047350⑈ ⑆031100267⑆ 6301405621 509⑈

For the monetary symbol, *use 16-point Univers 67.*

Examples are shown at a reduced size.

The Laser Line may bleed left, but begin and end all other horizontal rules at the margins.

The envelope security pattern may be used on the inside or outside of the envelope. When using the pattern on the outside, keep the area behind the graphic signature clear.



To open, fold and carefully tear along perforations 1, 2, and 3

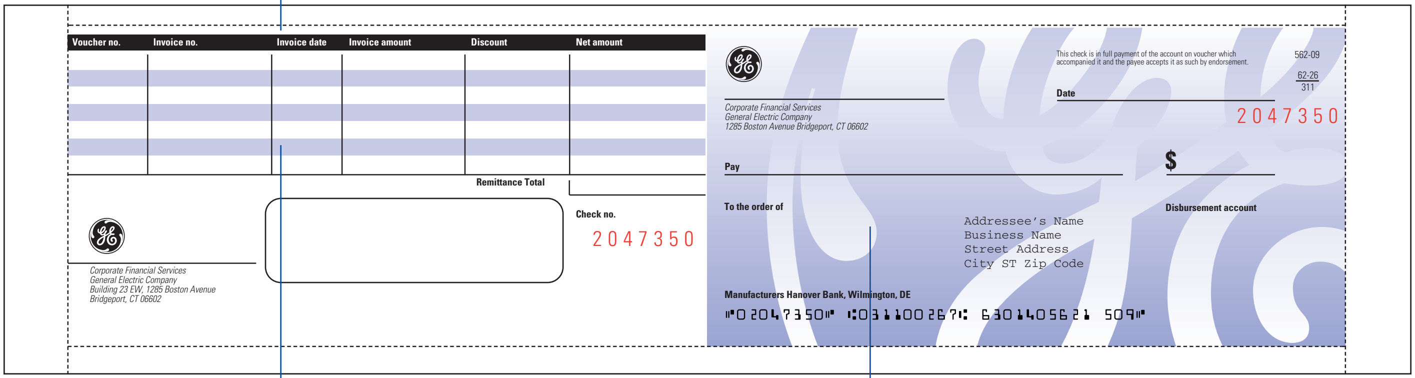
Corporate Financial Services
Building 23 EW, 1285 Boston Avenue, Bridgeport, CT 06602

Addressee's Name
Business Name
Street Address
City ST Zip Code

Outside

For all information, use Univers 47 and 67.

For emphasis, use $\frac{1}{6}$-inch, $\frac{1}{4}$-inch, or $\frac{1}{3}$-inch horizontal bars and reverse Univers 67



Voucher no.	Invoice no.	Invoice date	Invoice amount	Discount	Net amount

Remittance Total

Check no.
2 0 4 7 3 5 0

Corporate Financial Services
General Electric Company
Building 23 EW, 1285 Boston Avenue
Bridgeport, CT 06602

Corporate Financial Services
General Electric Company
1285 Boston Avenue Bridgeport, CT 06602

This check is in full payment of the account on voucher which accompanied it and the payee accepts it as such by endorsement.

562-09

62-26
311

Date

2 0 4 7 3 5 0

Pay

$

To the order of

Disbursement account

Addressee's Name
Business Name
Street Address
City ST Zip Code

Manufacturers Hanover Bank, Wilmington, DE

⑈0 2047350⑈ ⑆031100267⑆ 6301405621 509⑈

Inside

To differentiate areas of the form attached to the check, use a 10 percent screen of black or the second color.

For the background pattern on horizontal checks, use the horizontal Dynamic Monogram.

Examples are shown at a reduced size.

Facility Signs

The GE facility sign standards apply to facilities owned or operated by the Company and its

- components
- subcomponents
- licensed affiliates

The GE facility sign standards have been designed to fulfill two basic requirements:

- **Legibility.** This functional requirement is achieved by
  - *providing a sufficient number of actual sizes of the signature Monogram and signature typography*— in specific relative sizes—to ensure that both elements remain legible at typical viewing distances under typical viewing conditions
  - *simplifying and clarifying information* by standardizing its presentation and eliminating unnecessary or redundant signs
- **Communication of the qualities of dynamism and innovation.** This communication requirement is achieved by
  - *featuring the GE identity elements,* which have been created to communicate specific attributes of high technology, dynamism, and innovation
  - *streamlining and modernizing* the appearance of facility signs by using innovative sign structures such as the triangular pylon and the dynamic base

In addition, the sign standards have been created to

- **demonstrate GE products** such as Lexan® polycarbonate and GE lighting
- **unify** the signs used by all GE components and licensed affiliates at all facilities so that each draws from and contributes to the strength of the GE identity.

Note: The GE sign standards are a self-contained system requiring a uniform and complete change-over of all primary identity signs at any particular site. This system is not compatible with existing signs. *When installing new signs, remove all signs carrying the General Electric Signature.*

Contents

General Guidelines ***280**.02*

Primary Facility Identification Signs:

Pylon Sign ***280**.03*
Monument Sign ***280**.05*
Pole Sign ***280**.07*
Ground Sign ***280**.09*

Supporting Signs:

Wall Sign
- *Cantilever Mount* ***280**.11*
- *Flush Mount* ***280**.13*

Individual Sign Elements ***280**.15*
Roof Sign ***280**.17*
Decals on Glass Doors ***280**.19*
Directional Signs ***280**.21*

How to Order Facility Signs ***280**.50*

The guidelines summarized here help to familiarize you with the graphic elements used in signs.

For detailed fabrication, installation, and maintenance specifications and drawings for most sign models, see document **285,** *Facility Signs Engineering Drawings.*

To obtain GE signs, see "How to Order Facility Signs," page 50.

Graphic Signatures

With few exceptions, a graphic signature is used on all facility identification signs. Depending on the size and shape of the sign format and the length of the name used in the signature, any of the approved signature arrangements may be used, as shown in the examples of typical signs on pages 03 to 20. These include the

- **primary signature**
- **compact signature**
- **vertical signature**
- **two special signatures**

For more information on these signatures, see document **131,** *Graphic Signatures.*

Note: On directional signs, a graphic signature is not used, but the signature Monogram and Laser Line are used, as shown on page 21.

Monogram Alone

At facilities where several components or affiliates are located, or in retrofitting certain existing signs, the Monogram alone may be used as a facility identification sign.

Signature Typography

- **Sizes.** To make the signature typography legible at a great distance, it is usually sized so the capital height equals ½ or ¾ the diameter of the signature Monogram.

- **Style.** Univers 68 is used for all signature typography. Note: Univers 48 is not used in GE signs because it does not remain legible at a great distance.

- **Content.** The content of the graphic signature used in a facility identification sign is limited to either or both
  - the communicative name of the component or affiliate
  - the geographic location

Note: Other messages may not be used in the graphic signature in a facility identification sign.

Other Typography

- **In facility identification signs,** other messages, such as the names of other components or subcomponents or the location of the facility, may appear below the Laser Line only if their appearance on the sign is required for visitors. These names appear in Univers 68, are aligned flush left with signature typography, and are usually sized to be smaller than the height of the signature typography.

- **In directional signs,** Univers 65 is used for the names of all destination points in a facility.

Color

Color varies by sign type, as shown in the examples on pages 03 to 21. To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram

Either the one- or three-quarter version of the Dynamic Monogram may be used in most facility identification signs, as shown in the examples of typical signs on pages 03 to 20.

Note: The Dynamic Monogram is not used on directional signs or on signs lighted only internally.

Lighting

Depending on the type of sign, internal, external, or both types of lighting may be used. Lighting options are described for each typical sign on pages 03 to 21.

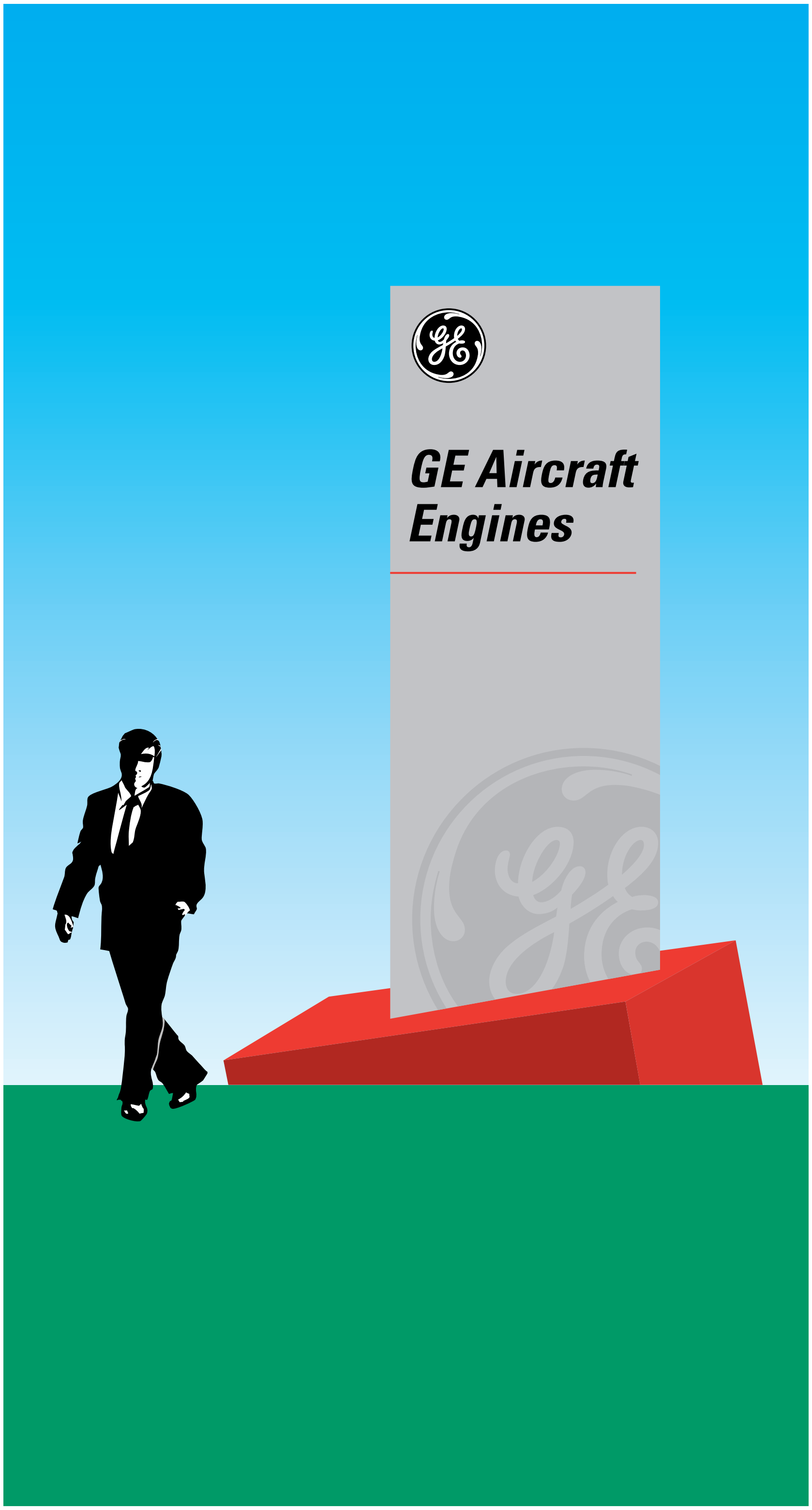
The pylon sign is a three-faced monolith rising from a dynamic base. It is available in two standard heights: 12 and 20 feet. Because of its strong verticality, unique triangular structure, and dynamic base, this sign is a striking accent to any facility.

The pylon sign is preferred as the primary facility identification sign at locations where

- there is sufficient space for its installation, such as a lawn area
- the sign is normally viewed from more than one direction

Dynamic Base
The chief function of the dynamic base is æsthetic. When viewed from different angles, the base appears to be a portion of a large rectangular solid block, buried below but breaking through the earth's surface at a surprising angle.
To emphasize this dramatic quality, the base may be finished in Laser Red, as shown in the drawing at the right. The base also may be finished in a dark grey color.

continued



Graphic Signature
To maximize the capital height of the signature typography, only the vertical signature arrangement is used on pylon signs. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The three-quarter version of the Dynamic Monogram is used on pylon signs. It is reproduced slightly darker than the background grey.

Note: On all faces of the pylon sign, the tops of the Dynamic Monograms are horizontally aligned parallel to the ground line. Because the top surface of the dynamic base slopes, the Monograms are not trimmed as usual:

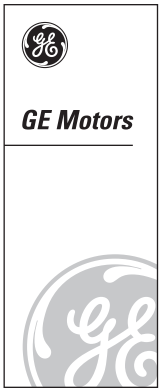
- *On the two front face panels of the pylon,* the bottoms of the Monograms are trimmed at an angle.
- *On the back face of the sign,* the Monogram is trimmed higher than usual.

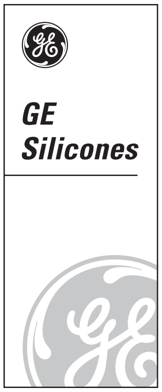
To facilitate this trim, a reproduction proof of the signature Monogram is used instead of the Dynamic Monogram.

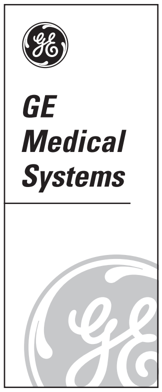
Lighting
The pylon sign must be lighted with a combination of internal and external illumination to make the unique shape, dynamic base, and message visible at night:

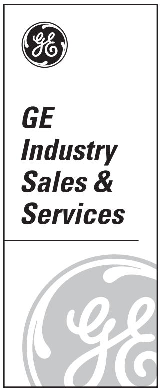
- The signature Monogram and Laser Line are internally illuminated.
- Signature typography and other typography (if used), the Dynamic Monogram, and the dynamic base are externally illuminated.

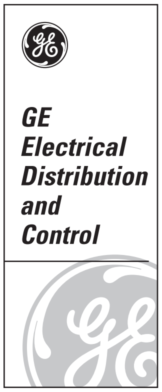
For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 03.01 to 03.36.

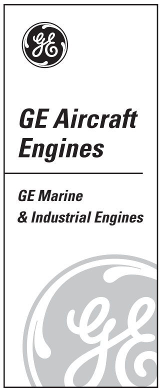




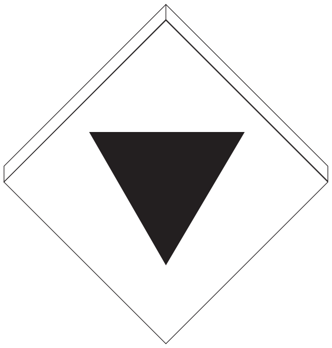








Note: Drawings are not to scale.



Plan View

The monument is a single-faced sign rising from a dynamic base. It is available in two standard heights: 6'6" and 9'8." Because of its simple horizontality, this sign is more traditional in appearance than the pylon sign, but with the dynamic base, the sign is a striking accent to GE facilities.

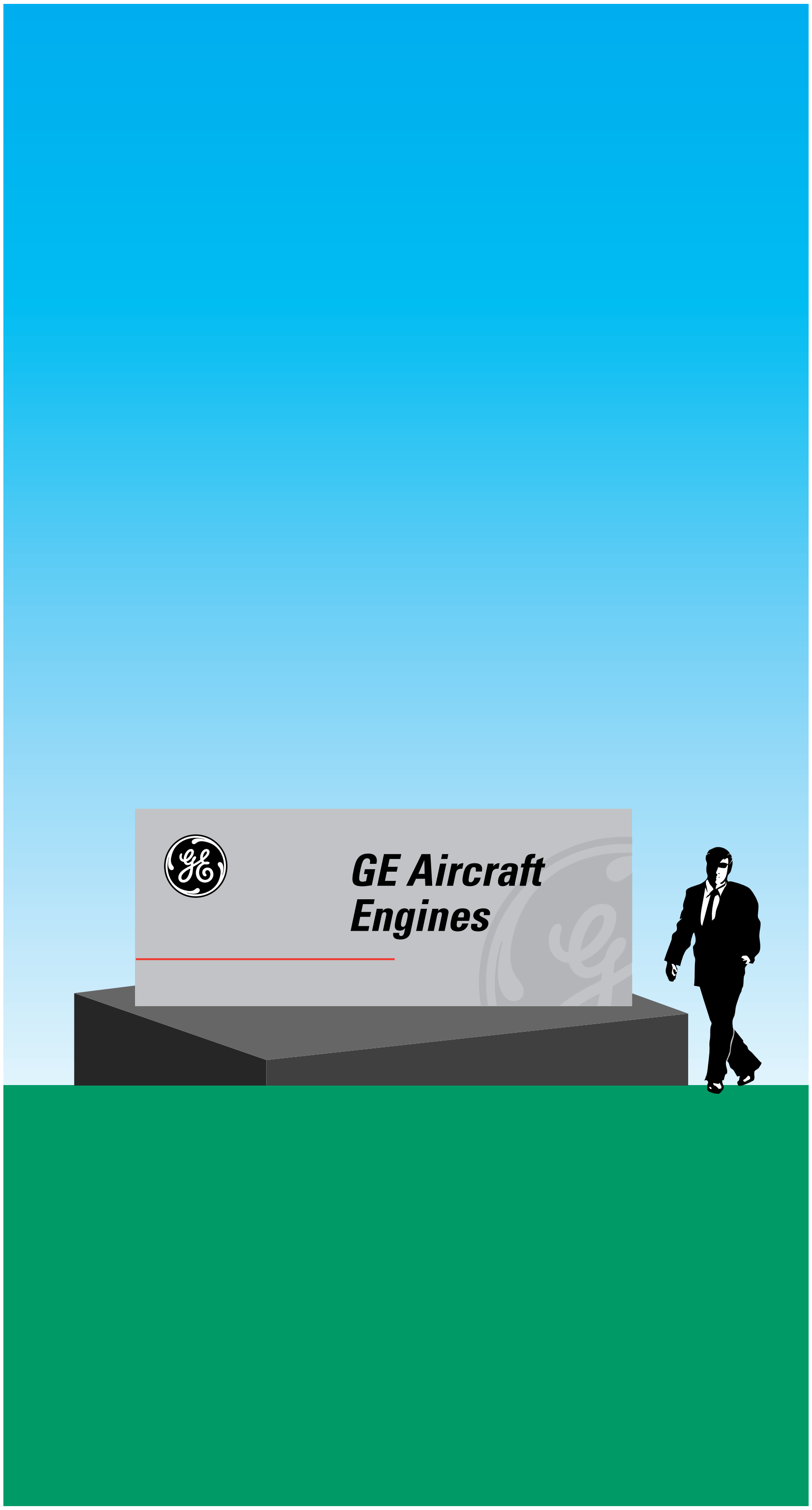
As a single-faced sign, the monument sign is installed parallel to a two-way street or perpendicular to a one-way street.

The monument sign is preferred as the primary facility identification sign at locations where

- there is sufficient space for its installation, such as a lawn area
(Note: At locations where insufficient space prevents use of the dynamic base, the ground sign, page 09, may be used.)
- a single-sided sign is legible from typical viewpoints

Dynamic Base
The chief function of the dynamic base is æsthetic. When viewed from different angles, the base appears to be a portion of a large rectangular solid block, buried below but breaking through the earth's surface at a surprising angle. To emphasize this dramatic quality, the base may be finished in Laser Red or, as shown in the drawing, in dark grey.

continued



Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred on the monument sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

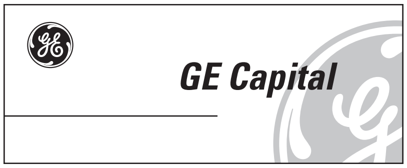
Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

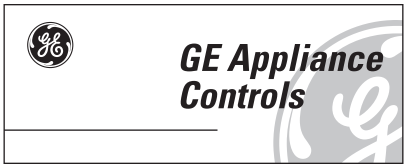
Dynamic Monogram
Because the signature Monogram is large in the format, the one-quarter version of the Dynamic Monogram is used on monument signs. It is reproduced slightly darker than the background grey.

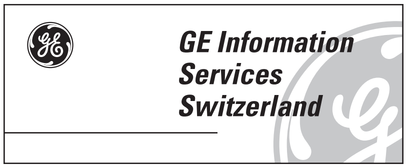
Lighting
The monument sign must be lighted with a combination of internal and external illumination to make the unique shape, dynamic base, and message visible at night:

- The signature Monogram and Laser Line are internally illuminated.
- Signature typography and other typography (if used), the Dynamic Monogram, and the dynamic base are externally illuminated.

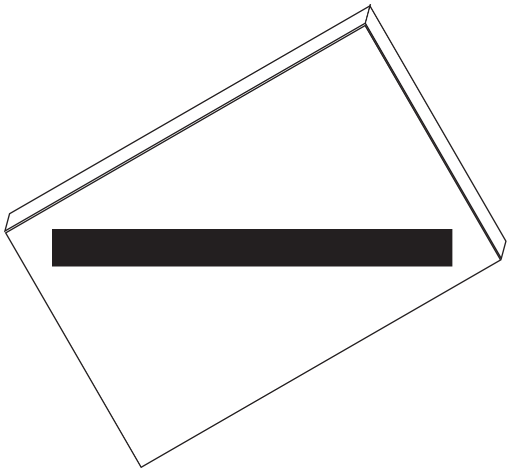
For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 05.01 to 05.35.







Note: Drawings are not to scale.

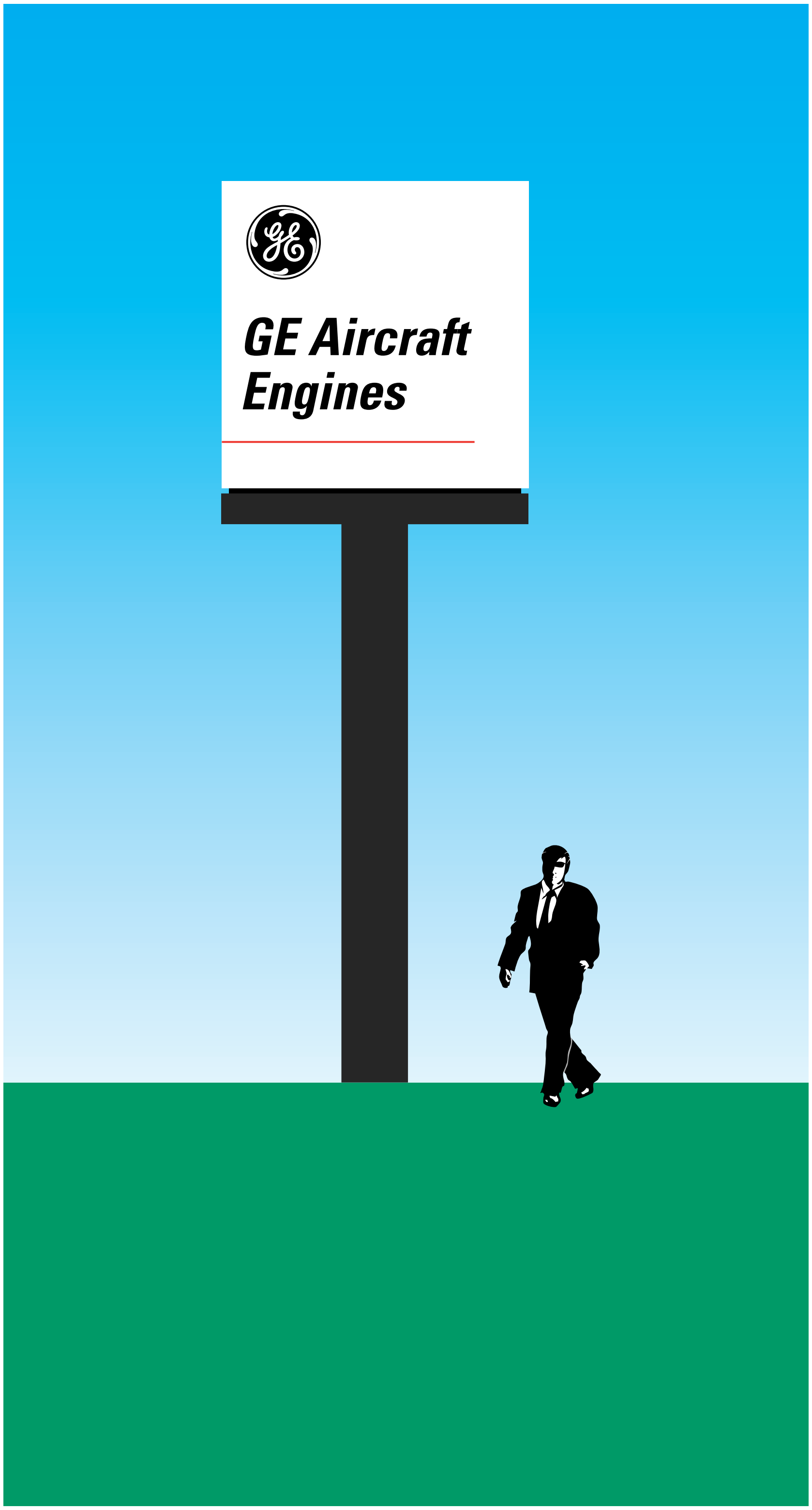


Plan View

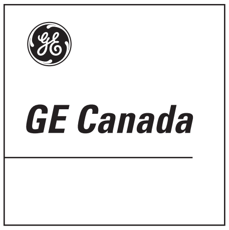
The pole sign is a double-faced sign available in two standard sizes, 7' x 7' and 11' 6" x 11' 6", which can be mounted at heights up to 30 and 40 feet, respectively. Because of its height and the size of the signature typography, this sign is recommended where visibility at a great distance or from a highway is required.

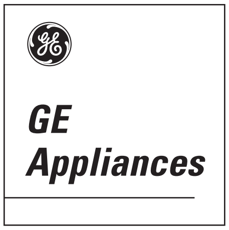
Note: Because of the sign size and height, and to withstand strong wind loads, the face of the pole sign is a light-weight flexible material—not Lexan® polycarbonate.

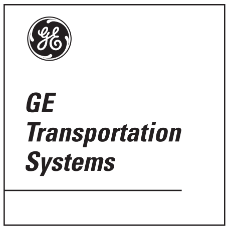
continued

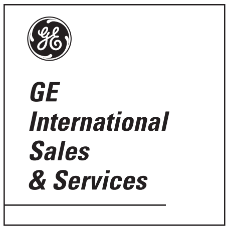


Graphic Signature
To maximize the height of the signature typography, only the vertical signature arrangement is used on pole signs. Examples of typical signatures are shown in the drawings at the right.









Note: Drawings are not to scale.

Monogram Alone
At facilities where several components or affiliates are located, or at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, the Monogram alone may be used on the pole sign.

Typography
For information on signature typography, see the general guidelines on page 02.

Note: On pole signs, typography is not used outside the graphic signature.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on pole signs.

Lighting
The entire sign face is internally illuminated (with the face of the sign white). Poles may be externally illuminated, if desired.

For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 07.01 to 07.31.

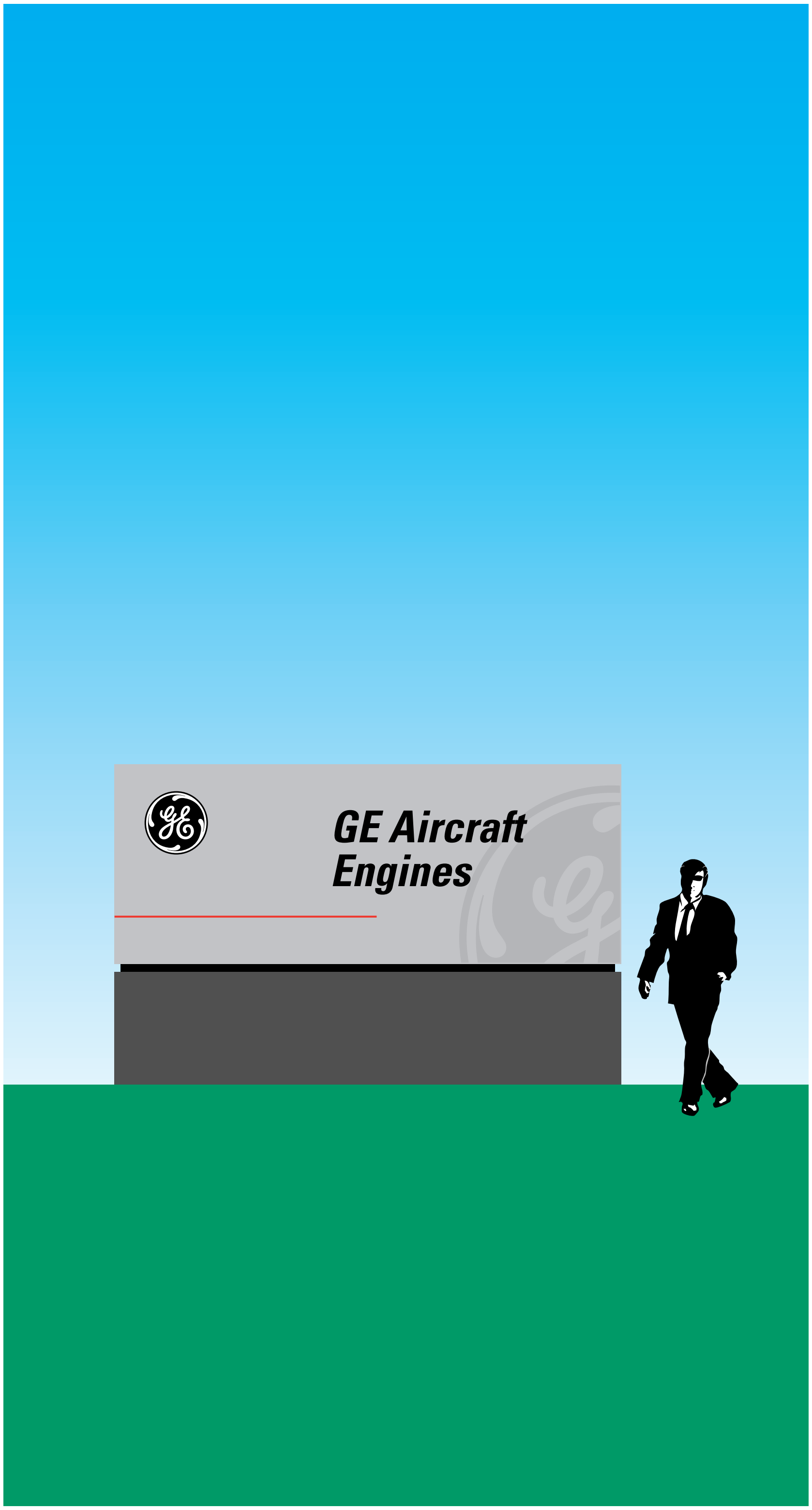
The ground sign is identical to the monument sign, except it is double-faced and does not use the dynamic base. It is available in three standard heights, 6'0", 7'3", and 10'6", and is installed perpendicular to the road.

Note: The ground sign may be fabricated as a single-faced sign.

The monument sign, on page 05, is preferred over the ground sign as the primary facility identification sign wherever site conditions permit installation of the dynamic base. When installation of the dynamic base is not possible, the ground sign may be used.

The ground sign may also be used to identify a portion of a facility, such as a building.

continued



Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred for the ground sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
As an option, the one-quarter version of the Dynamic Monogram may be used on the ground sign.

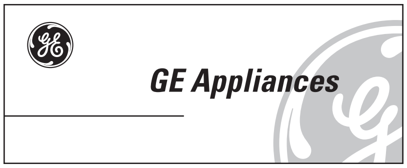
Lighting
The ground sign may be lighted with a combination of internal and external illumination:

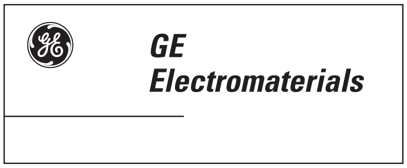
- The signature Monogram and Laser Line may be internally illuminated.
- The signature typography and other typography (if used) and the Dynamic Monogram (if used) may be externally illuminated

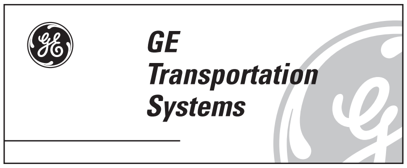
This sign may also be

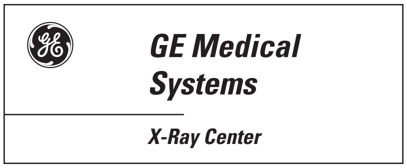
- only externally illuminated
- nonilluminated

For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 09.01 to 09.52.









Note: Drawings are not to scale.

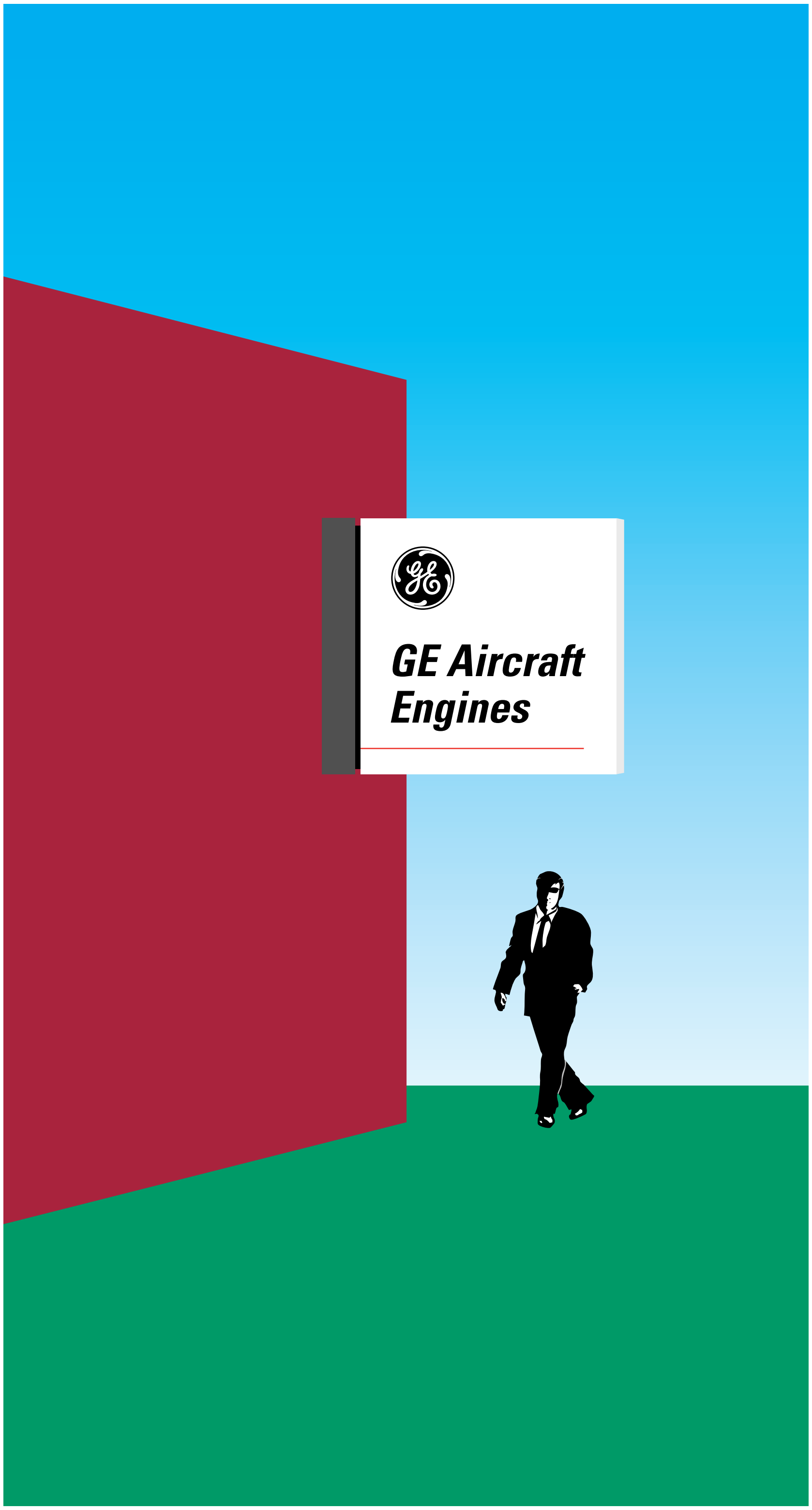
The cantilever-mounted wall sign is double-faced and is available in two standard sizes: 4' 0" x 4' 0" and 6' 0" x 6' 0"

Generally, this sign is used as a supporting sign along with a primary facility identification sign. Nevertheless, the cantilever-mounted wall sign may be used as the primary facility identification sign at locations where

- space is insufficient to install a pylon, monument, pole, or ground sign
- such a mount (perpendicular to the mounting surface) enhances visibility of the sign

When the sign is used as the primary facility identification sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

continued



Graphic Signatures
To take advantage of the square sign format, only the vertical signature arrangement is used in this wall sign. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

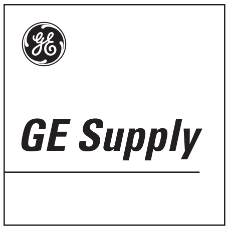
Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

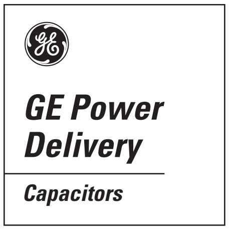
Dynamic Monogram
The Dynamic Monogram is not used on cantilever-mounted wall signs.

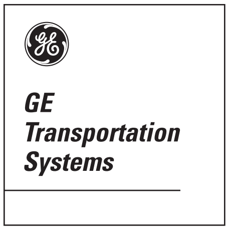
Lighting
The entire sign face may be either

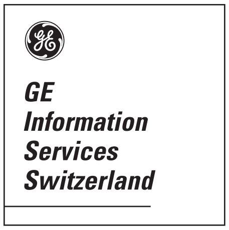
- internally illuminated (with the face of the sign white)
- nonilluminated (with the face of the sign very light grey)

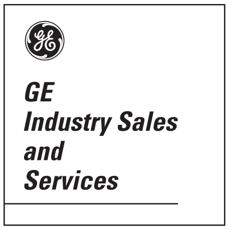
For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 11.01 to 11.26.




GE Power Delivery
Capacitors


GE Transportation Systems


GE Information Services Switzerland


GE Industry Sales and Services

Note: Drawings are not to scale.

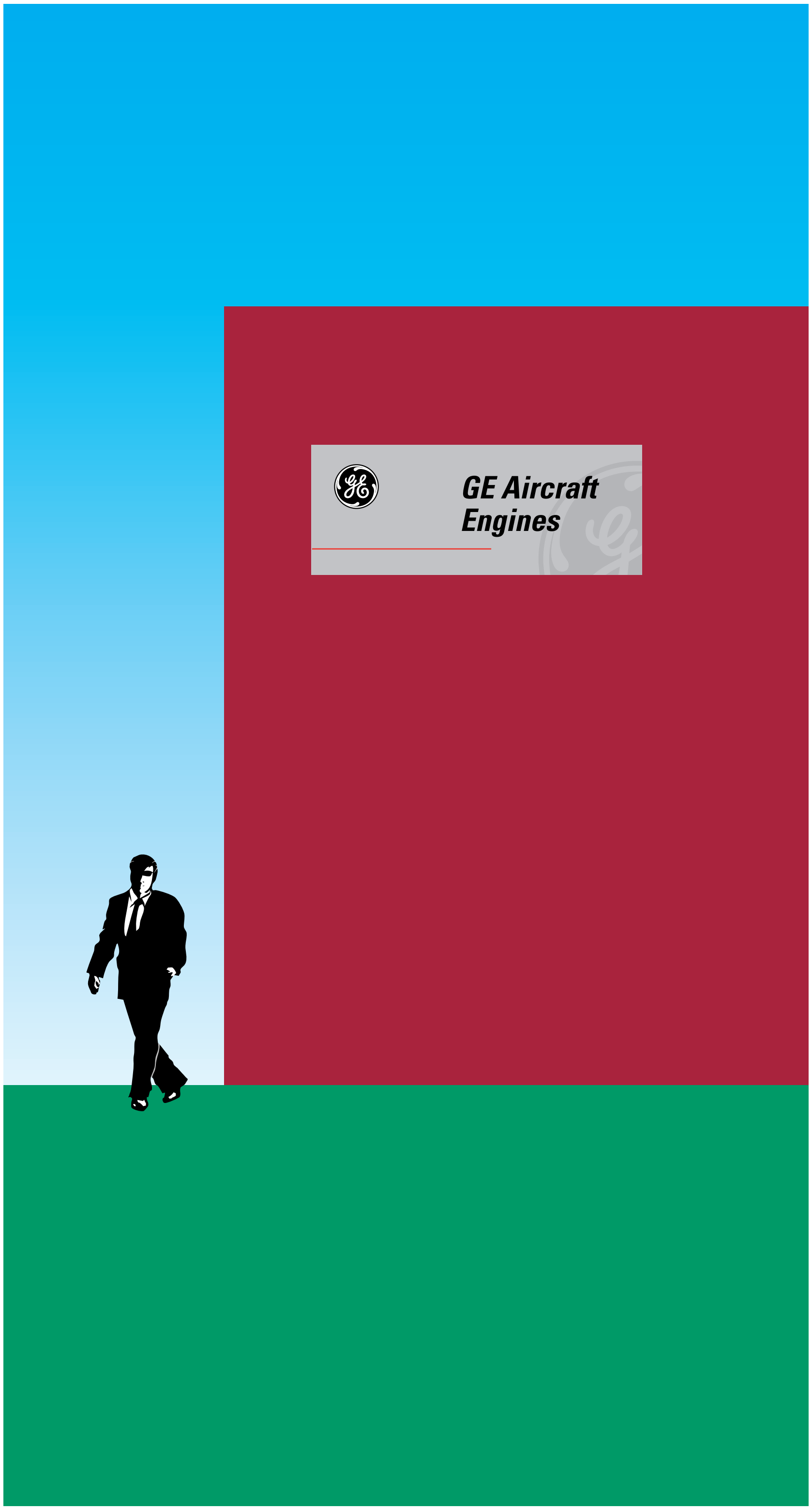
The flush-mounted wall sign is single-faced and is available in two standard sizes: 3'0" x 7'6" and 5'1" x 12'9."

Generally, this sign is used as a supporting sign along with a primary facility identification sign. Nevertheless, the flush-mounted wall sign may be used as the primary facility identification sign at locations where

- space is insufficient to install a pylon, monument, pole, or ground sign
- such a mount (parallel to the mounting surface) enhances visibility of the sign

When the sign is used as the primary facility identification sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

continued



Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred on the wall sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

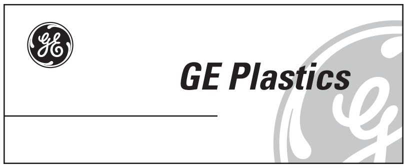
Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

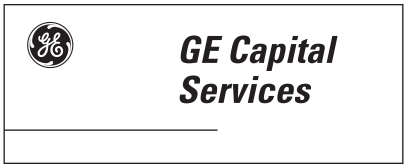
Dynamic Monogram
The one-quarter version of the Dynamic Monogram may be used on nonilluminated wall signs. The Dynamic Monogram is not used on signs illuminated entirely internally.

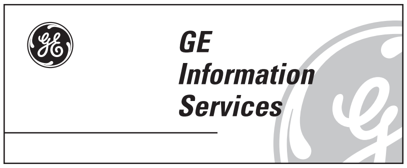
Lighting
The entire sign face may be either

- internally illuminated
  (with the face of the sign white)
- nonilluminated
  (with the face of the sign very light grey)

For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 13.01 to 13.26.





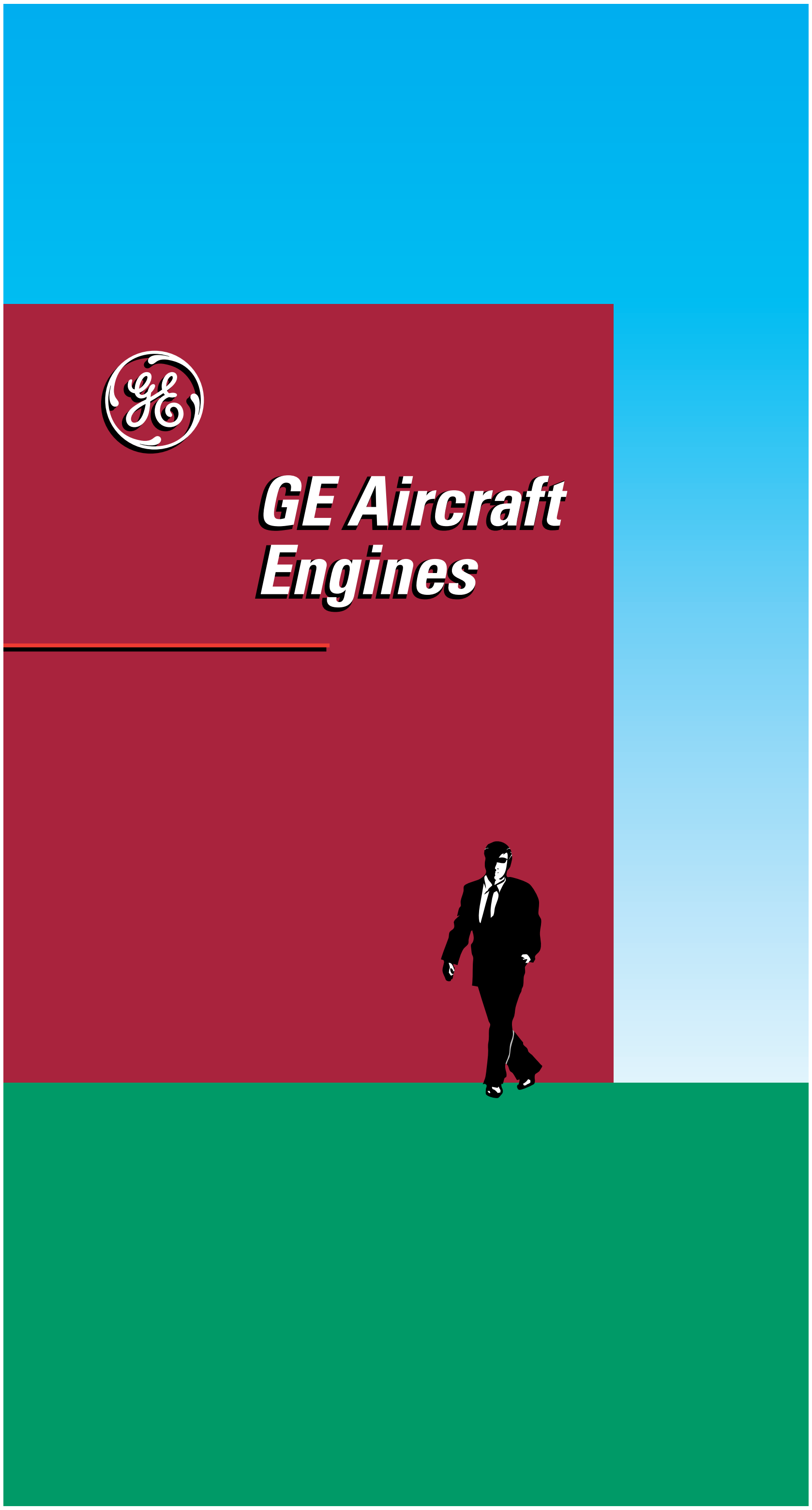


Note: Drawings are not to scale.

A graphic signature may be fabricated as individual elements and applied to any structurally sound surface, such as a building wall. The individual elements may be of plastic-faced metal container or metal channel construction. The metal channel construction may be especially applicable for small sizes and interior signs, such as signs for lobbies.

Generally, this sign is used as a supporting sign along with a primary facility identification sign. Nevertheless, individual elements may be used as the primary facility identification sign at locations where a pylon, monument, pole, or ground sign cannot be installed.

continued



Graphic Signatures
Depending on the space available for the sign and the letter size required to maintain legibility at the average viewing distance, any of the graphic signature arrangements described in the general guidelines on page 02 may be used. Examples of typical signatures are shown at the right.

Monogram Alone
At facilities where several components or affiliates are located, at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, or when the sign is used as a supporting sign, the Monogram may be used alone.

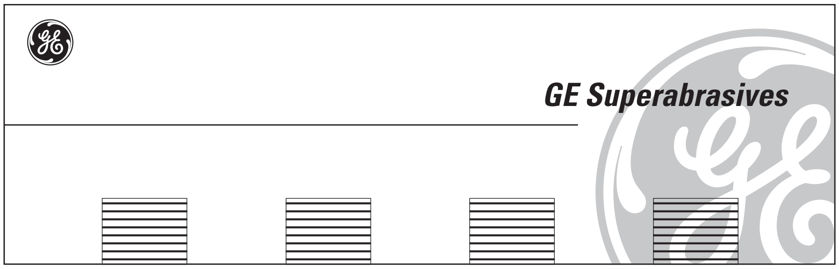
Typography
For information on signature typography and other typography, see the general guidelines on page 02.

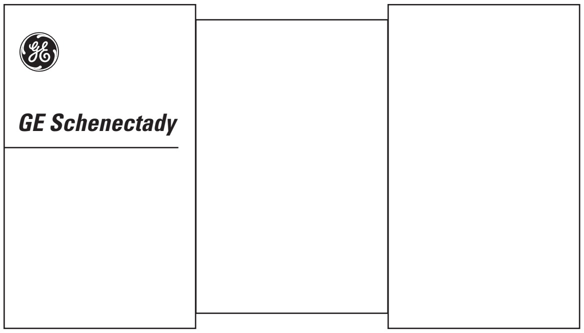
Color
To ensure legibility of the graphic signature, white is used in the letters/curlicues of the signature Monogram and on the face of all typography for all plastic-faced elements. Metal elements may also be aluminum or steel-colored (not brass or bronze). Dark grey or black is used on all returns. The Laser Line appears in Laser Red, with red neon used whenever the sign is illuminated. The Monogram for plastic-faced elements has a black field to contrast with the white letters. The Monogram for metal elements uses the building façade as the field, as shown in the drawing.

Dynamic Monogram
The Dynamic Monogram should not be fabricated as an individual element (or elements). As an option, any version of the Dynamic Monogram may be painted on a structurally sound surface, such as a building wall, and reproduced according to the guidelines in document **134,** *Dynamic Monogram.*

Lighting
All elements may be internally illuminated or nonilluminated.

For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 15.01 to 15.35.





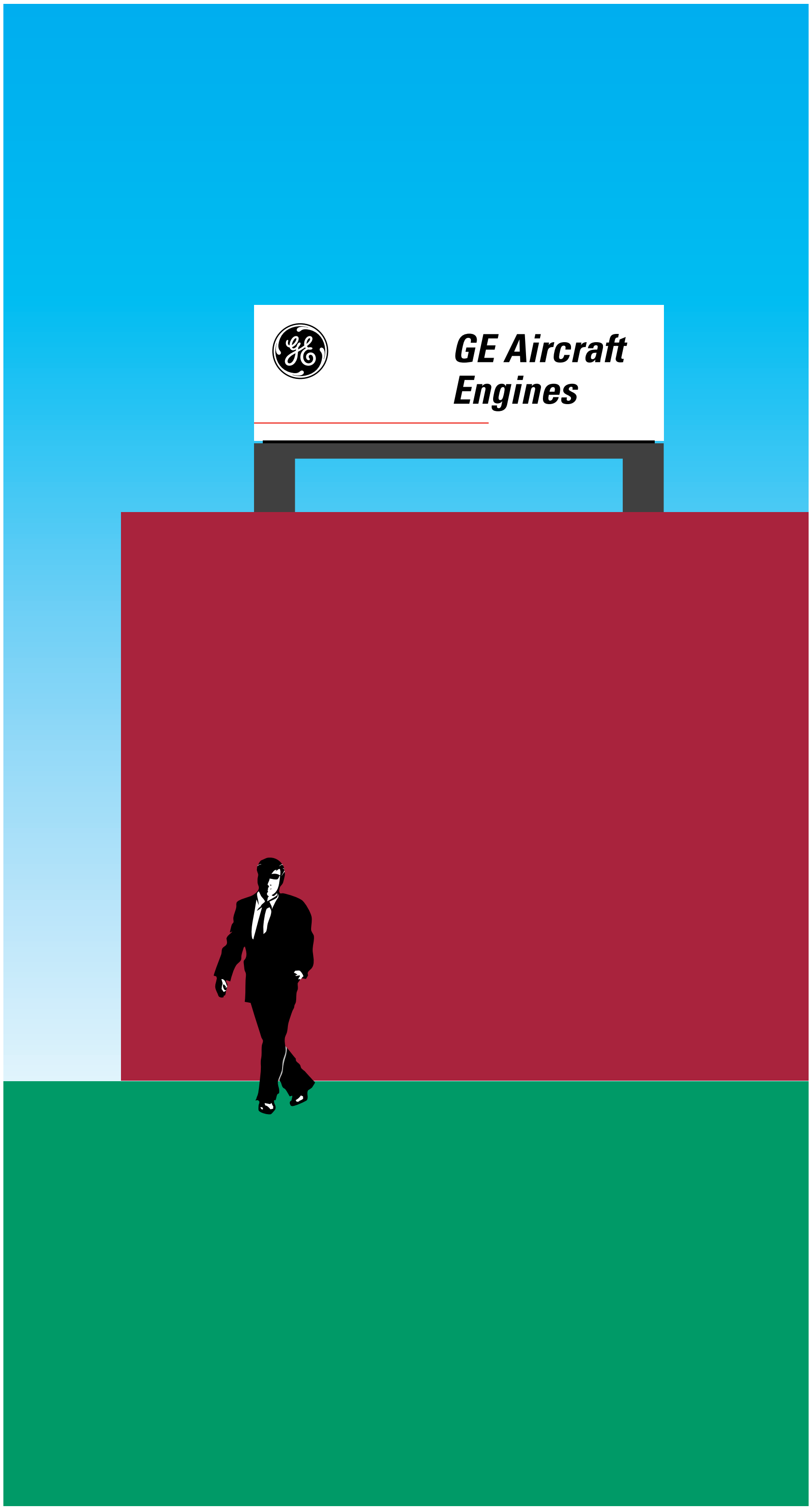
Note: Drawings are not to scale.

The roof sign is a custom-built sign, specially designed for use on top of a specific building.

Generally, this sign is used as a supporting sign along with a primary facility identification sign. Nevertheless, the roof sign may be used as a primary facility identification sign at locations where a pylon, monument, pole, or ground sign cannot be installed.

When the sign is used as the primary facility identification sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

continued



Graphic Signatures
Depending on the space available for the sign and the letter size required to maintain legibility at the average viewing distance, any of the graphic signature arrangements described in the general guidelines on page 02 may be used.

Monogram Alone
At facilities where several components or affiliates are located, or at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, the Monogram may be used alone.

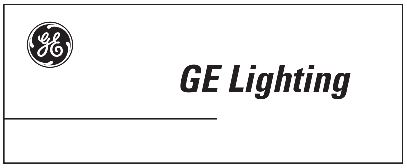
Typography
For information on signature typography and other typography, see the general guidelines on page 02.

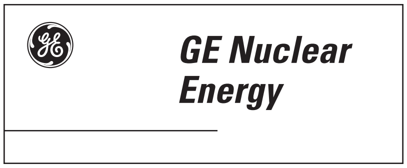
Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

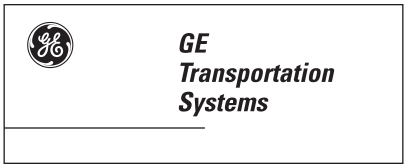
Dynamic Monogram
The Dynamic Monogram is not used on roof signs.

Lighting
The entire sign face may be
- internally illuminated (with the face of the sign white)
- externally illuminated or nonilluminated (with the face of the sign very light grey)

Note: Because the roof sign is custom-designed, engineering drawings for it are not available.





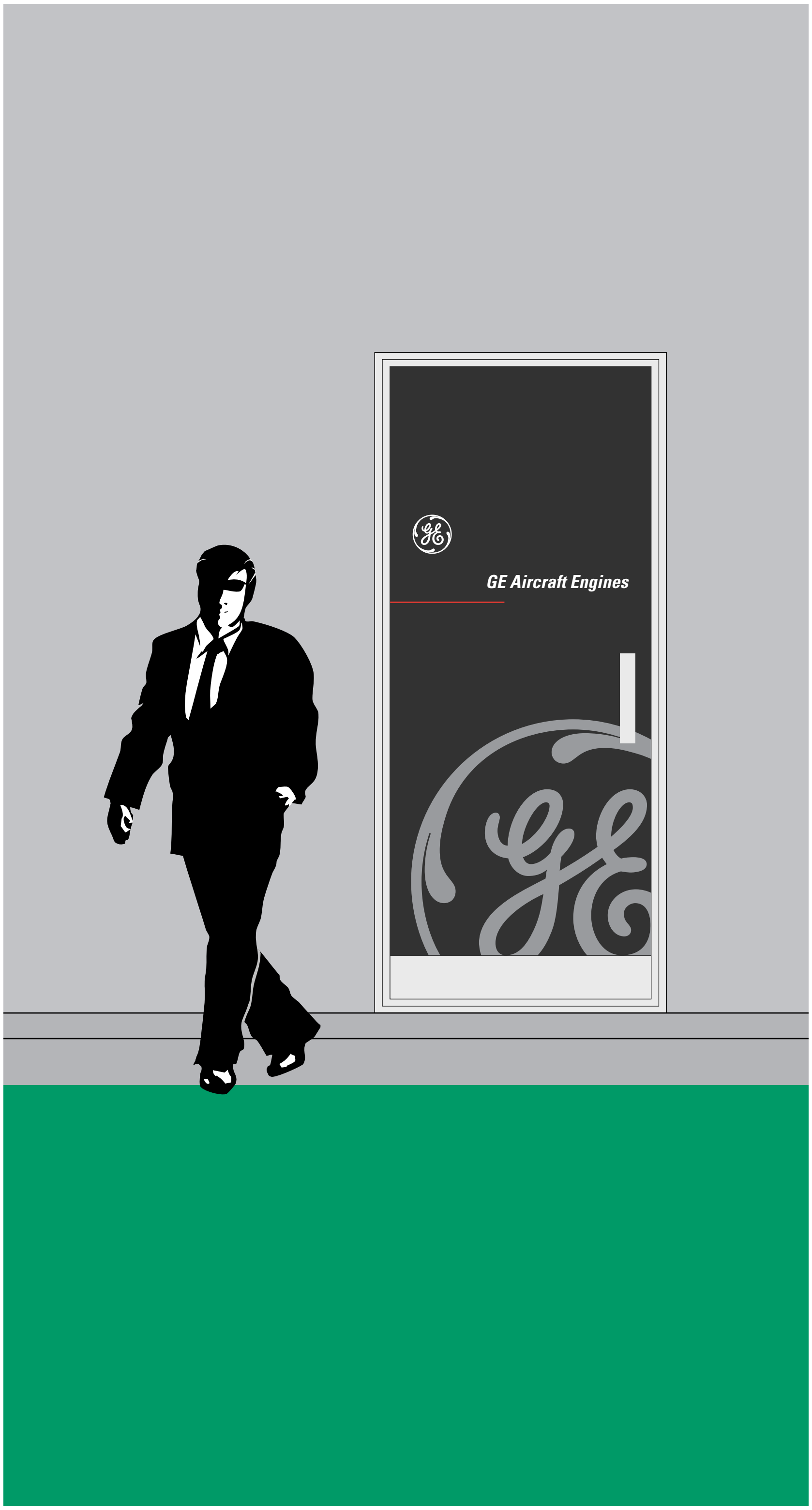


Note: Drawings are not to scale.

Decals of graphic signatures, the Monogram alone, other typography, and the Dynamic Monogram may be used on the outside surface of glass doors.

Generally, decals are used as supporting signs along with a primary facility identification sign. Nevertheless, decals may be used as the primary facility identification sign at locations where a pylon, monument, pole, ground, or wall sign cannot be installed.

continued



Graphic Signatures
Depending on the space available for the decal, any of the basic graphic signature arrangements (the primary, compact, and vertical signatures) may be used. Note: The special signatures may not be used on glass doors.

For more information on the basic signatures, see document **131**, *Graphic Signatures,* page 10.

Monogram Alone
At facilities where several components or affiliates are located, the Monogram may be used alone on glass doors in place of a graphic signature. Note: Avoid using the Monogram alone or in multiples as a decorative or safety device on glass doors or walls.

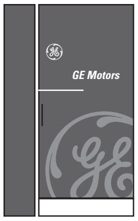
Typography
For information on signature typography and other typography, see the general guidelines on page 02.

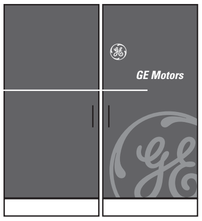
Color
To ensure legibility of the graphic signature under adverse viewing conditions and on glass doors of any tint, decals should be prepared in the following colors:

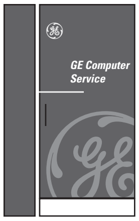
- *signature Monogram,* either
  - letters/curlicues, white; field, no color (clear) Note: In artwork, use a reverse reproduction proof.
  - letters/ curlicues, white; field, Platinum Grey Note: In artwork, use a positive reproduction proof.
- *signature typography:* white
- *Laser Line:* Laser Red or white
- *other typography (if used)*: white
- *Dynamic Monogram:* letters/curlicues, translucent (clear but with an etched-glass or sand-blasted texture or milky white color); field, no color (clear) Note: In artwork, use a reverse reproduction proof.

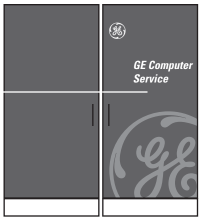
Dynamic Monogram
The three-quarter version of the Dynamic Monogram is preferred on glass doors.

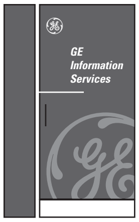
Note: To order decals, contact
Amanda Ruedisueli
Senior GE Account Coordinator
HA-LO, Creative Concepts in Marketing
1501 HALO Drive
Troy, MI 48084
800 521-0639

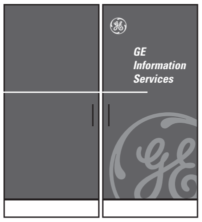


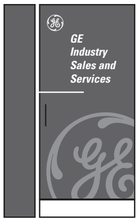


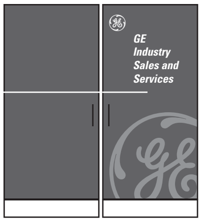












Note: Drawings are not to scale.

The standard directional sign has been designed as

- **a visual complement** to each of the primary and supporting GE facility identification signs
- **large enough** to accommodate a typical amount of directional information

Depending on the amount of information required, three sizes may be used: 2'8" x 4'0", 4'0" x 6'0", and 6'0" x 9'0".

A directional sign should be placed at any point along a traffic route leading around or through a GE facility where a decision to proceed in a different direction is required. Generally, the sign should be placed at or just preceding the decision point, and it should be installed perpendicular to the flow of traffic.

Note: This sign may also be used without arrows to identify a portion of a facility, such as a building, entrance, area, or parking lot.

Graphic Signature
Because a directional sign is used in addition to one or more facility identification signs and because of the limited space on the sign, a graphic signature is not used. Nevertheless, the signature Monogram and the Laser Line are used, as shown in the drawing.

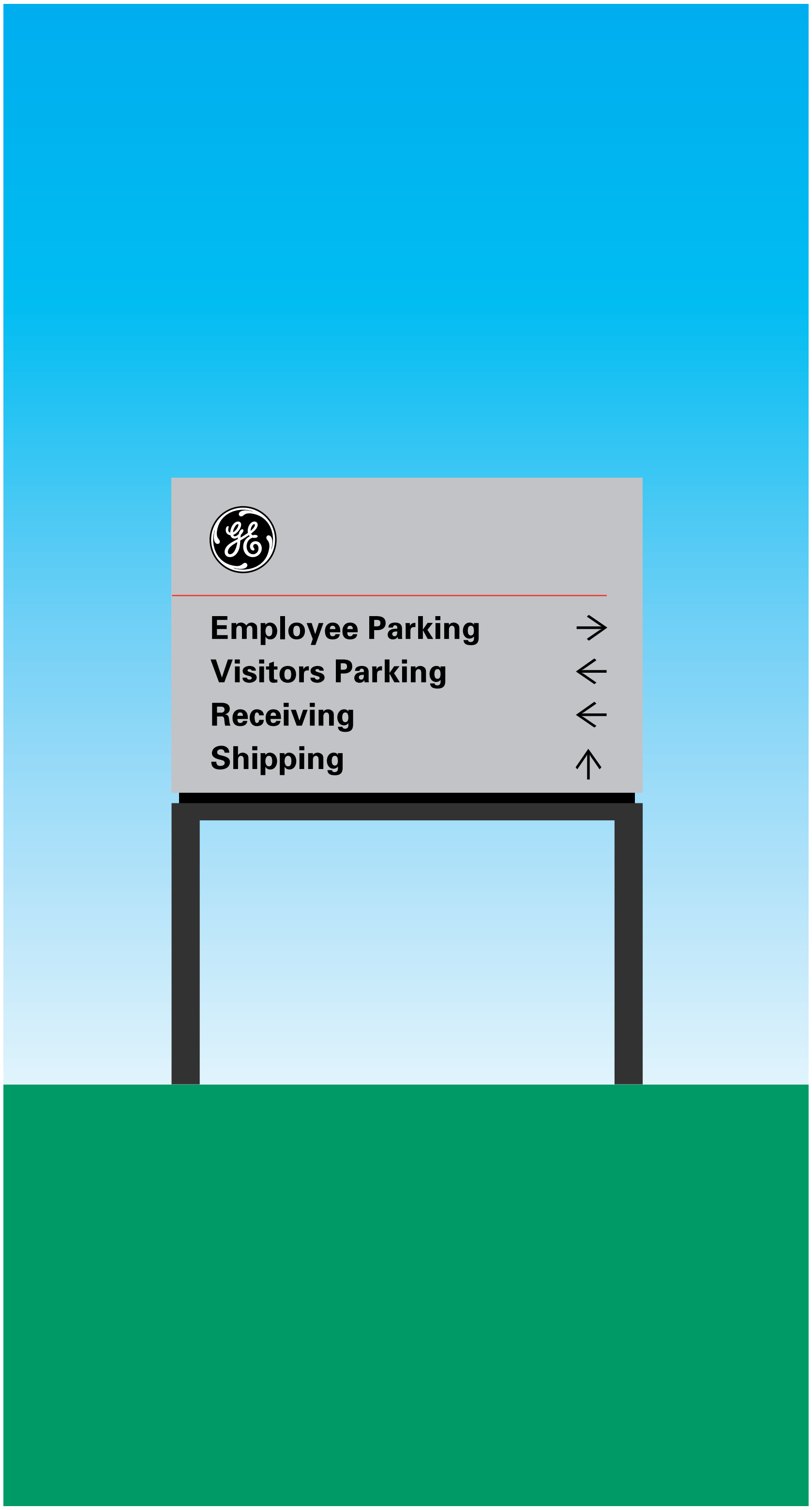
Typography
Univers 65 is used for all typography on the directional sign.

Color
To ensure legibility under adverse viewing conditions, black is used in the signature Monogram and all typography. As usual, Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on the directional sign.

Lighting
Generally, directional signs are not illuminated; the letters, Monogram, and Laser Line are made of reflective vinyl. If site conditions require illumination, the sign may be externally lighted.

For more information, see document **285**, *Facility Signs Engineering Drawings,* pages 21.01 to 21.23.



Follow these procedures to order facility signs:

Step 1: Complete a GE facility sign survey.*

Conducted by an authorized consultant familiar with the GE sign standards, the sign survey provides you with an objective evaluation of your sign needs and gives you the opportunity to eliminate unnecessary or redundant signs.

In addition, to maintain good visibility, the survey advises on the optimum size, location, and facing of all identification signs. It can also help you determine whether any existing sign structures can be retrofitted with new sign faces.

The GE facility sign survey is available for any GE facility or location in the continental United States for a fixed fee (inclusive of time, travel, and out-of-pocket expenses) and includes

- **meeting with appropriate personnel** on site to review the GE sign system and its adaptation to the location/facility
- **photographs** of current signs and traffic approaches, with two sets of photographs submitted with the sign survey recommendation
- **preliminary review of all local codes** regarding sign height, size, and setback requirements; all recommendations based on these restrictions
- **a recommendation for primary and secondary identity signs,** with the survey photographs and a preliminary site plan showing sign locations
- **cost estimate** for the sign conversion with a list of approved sign manufacturers who can bid on the project.
- **follow-up with the sign manufacturer** to confirm the understanding of the design package and specifications (following the contract award, which is the sole responsibility of the GE component or affiliate)

Concurrently with the GE facility sign survey, you may want the sign consultant to survey for directional and safety signs. For an additional fee, the following services are available:

- sign survey for directional and safety signs
- detailed site plan for all primary, secondary, and directional signs
- message layout for directional signs
- bid package specifications for all signs
- sign permit applications
- shop drawing review
- inspection of manufacturing and installation

To arrange for a sign survey, contact:
Sign Management Consultants
One Lakeview Place, 25 Century Blvd., Ste. 606
Nashville, TN 37214
615 885-1661

Step 2: Select signs.

Based on survey recommendations, choose the signs to be manufactured and installed.

Step 3: Bid the sign manufacture and installation.

Select from the a list of sign fabricators provided as part of the sign survey or choose your own fabricator. Any sign fabricator may be selected to manufacture GE facility signs.

Step 4: Award the sign contract.

Generally, the selected manufacturer assumes responsibility for

- removing all old signs
- manufacturing new signs or elements to retrofit existing signs
- installing all new signs
- subcontracting any specialty services (such as site wiring, provided by an electrician) as required

Note: To order decals, see page 20.

---

* • All GE facility sign surveys will be completed within 45 days of receipt of order.
- Purchase orders should accompany written confirmation of sign survey orders.
- Invoices will be submitted on completion of surveys and are payable in full immediately on receipt.

Vehicle Identification

These standards apply generally to new and retrofitted vehicles that are owned or leased by the Company or its components, subcomponents, and licensed affiliates and that travel on public thoroughfares. Guidelines for vehicles used only on Company property and other special applications appear on pages 08 to 14.

The Company's fleet of vehicles serve as moving billboards, informing a wide audience of the Company's diverse products and services. Although the size and make-up of this audience is difficult to measure precisely, it has been estimated that a typical for-hire tractor-trailer traveling on a mix of urban and rural roadways generates 7,900,000 visual impressions per year. For a typical local delivery van, using estimates of time-in-operation impressions plus those generated while the vehicle is stopped, the number of visual impressions generated per year is more than 16,250,000.*

The vehicle identification standards therefore have been created to

- **streamline and modernize** the appearance of vehicles by eliminating unnecessary and outdated identification elements
- **standardize the use of GE Identity Program elements**
- **consistently identify and unify the fleet**
- **optimize safety** through the use of materials that help make the vehicles conspicuous under adverse viewing conditions
- **control costs** through the use of common materials and design elements

*American Trucking Association, Department of Economics: *The Visual Impact of Trucks in Traffic.*

Vehicle Identification

Contents

General Guidelines **290**.02

Typical Examples:

Tractor-Trailers	**290**.04
Service Vans	**290**.06
Service Pickup Trucks	**290**.08
In-Plant Vehicles	**290**.09
Industrial Haulage	**290**.10
Heavy Construction Equipment	**290**.11
Tarpaulins	**290**.12
Straight-Box Trucks	**290**.13

Use white as the base color of the vehicle. White is one of the most visible colors under typical viewing conditions and therefore contributes to the safety of the vehicle.

Use a graphic signature on the side and/or rear of the vehicle.

- **The primary signature is preferred,** but where space available for identification is limited, the compact or vertical signature may be used.
- **Use all three elements of the graphic signature—** the signature Monogram, signature typography, and Laser Line—on Company vehicles, as shown in the examples on the following pages.
- **Construct graphic signatures and specify signature elements** according to the guidelines in document **131**, *Graphic Signatures.*
- **In the signature typography,** use one of the following:

  - *the communicative name* of the component or affiliate, such as “GE Consumer Service”
  - *the basic competence* of a business, such as “GE Utility & Industrial Service”
  - *a promotional slogan,* such as “We bring good things to life.”
  - *a combination* of the communicative name and a promotional slogan

  A promotional slogan may appear below the signature typography, aligned flush left with that typography, in Univers 68 or 48.

- **Whenever possible, bleed the Laser Line left off the identification format.** When this is not possible, begin the Laser Line flush left with the left edge of the signature Monogram.
- **Depending on the length of the Laser Line and the overall appearance of the graphic signature in the identification format on vehicles, end the Laser Line either**

  - *at a point vertically aligned with the end of the bottom of the letter “E” in “GE”* (or, if “GE” is not used in the signature typography, at a point to the right of the beginning of the signature typography equal to 1½ times the capital height)
  - *at a point of vertical alignment with the end of the signature typography*

  Note: The end of the Laser Line is cut square. The end does not match the angle of the italic signature typography.

Use Univers 68 and, if needed, Univers 48 for typography appearing outside the graphic signature on the vehicle whenever possible. When this is not possible, select other typefaces from the Univers series, unless local regulations mandate use of a different typeface. For more information, see document **133**, *Typography,* page 02.

Use the corporate colors in signature elements except as noted:

- **Use Platinum Grey or GE Reflective Grey*** in the signature Monogram.
- **Use Laser Red in the Laser Line.** This color may be reflective, if desired.
- **Use black in the signature typography.**

*Scotchlite brand reflective sheeting 590-10, produced by the 3M Company, is custom screen-printed to create GE Reflective Grey.

continued

Use black or an appropriate color in primary trademarks and typography appearing outside a graphic signature.

Do not use

- component, subcomponent, division, or department logotypes or symbols
- graphic elements, photographs, or illustrations as graphic support.

Instead, use the Dynamic Monogram.

- **Use the Dynamic Monogram only on the sides of trailers and service vans.** Do not wrap the Dynamic Monogram around adjacent sides or the top of a vehicle; do not use it on the front or rear of a vehicle.
- **Use positive reproduction proofs of the Dynamic Monogram,** available from the GE Identity Website or Hotline.
- **Use of the Dynamic Monogram on other vehicles is optional but desirable** wherever there is sufficient room to reproduce it very large.

  For more information, see document **134**, *Dynamic Monogram.*
- **Use GE Reflective Grey* in the Dynamic Monogram.** The reflective grey material is used in the field (including the outline circle) of the positive Dynamic Monogram; the white base color of the vehicle is used in the letters/curlicues.

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Whenever possible, avoid hand-painted applications.

The examples on the following pages demonstrate the correct size, color, and position of identification elements on typical vehicles. For specific applications, the identification elements should be sized and positioned to achieve an appearance similar to the examples. To accommodate variations in body contours, some modification of the size or position of elements may be required.

---

*Scotchlite brand reflective sheeting 590-10, produced by the 3M Company, is custom screen-printed to create GE Reflective Grey.

Note: See the general guidelines on pages 02 to 03.

Monogram

Use a full graphic signature on the rear of the trailer. Use the signature Monogram on both cab doors and on the wind spoiler.

Do not use the signature Monogram on the sides of the trailer.

Position the horizontal Dynamic Monogram to bleed off the top, bottom, and left edges of both sides of the trailer.

Typography

Communicative name:
Use Univers 68 and, if needed, Univers 48 for signature typography.

Secondary typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
Bleed the Laser Line left off the side of the trailer whenever possible. Bleed the Laser Line off both sides of the wind spoiler.

Color

Cabs and trailers: white

Signature Monogram: Platinum Grey or GE Reflective Grey*

Dynamic Monogram: GE Reflective Grey*

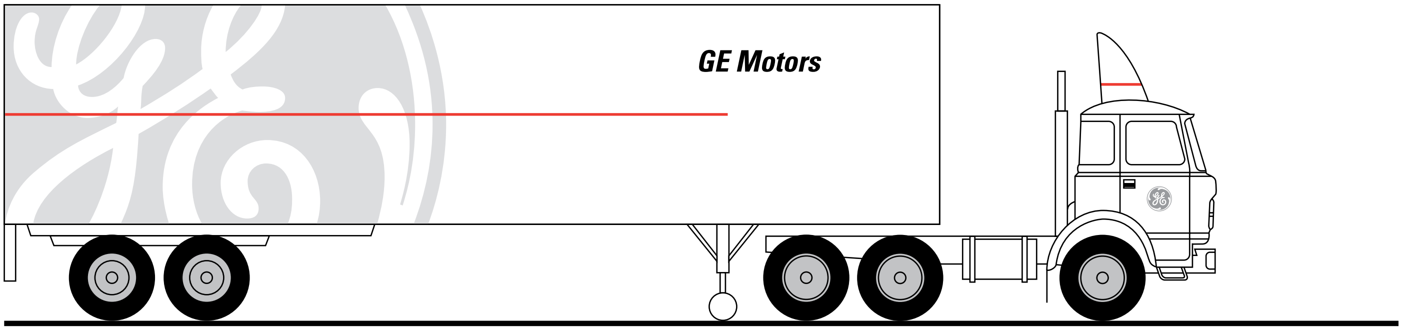
Laser Line: Laser Red (may be reflective)

Typography: black

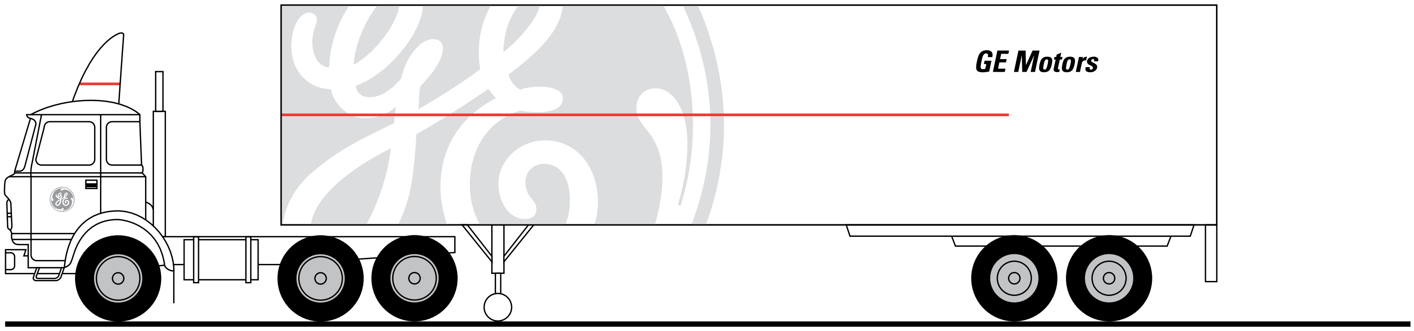
Reproduction

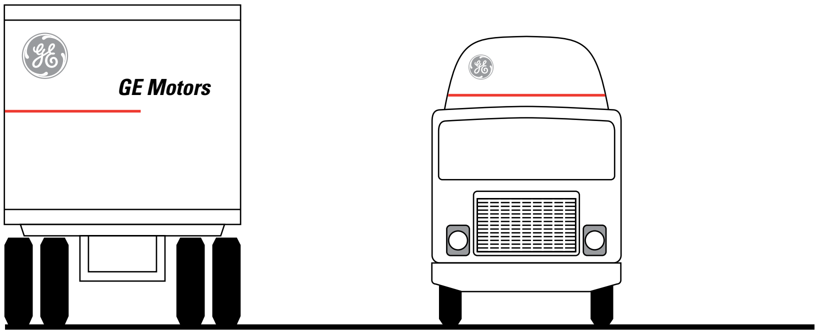
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*Scotchlite brand reflective sheeting 590-10, produced by the 3M Company, is custom screen-printed to create GE Reflective Grey.



continued

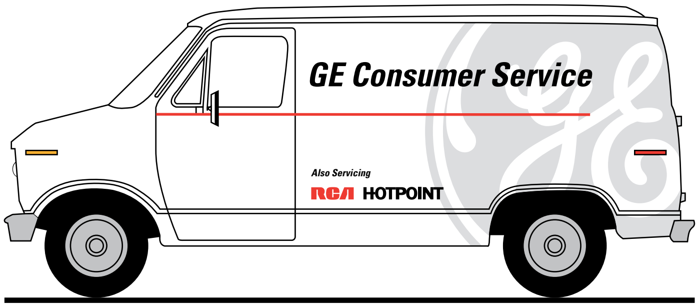

GE Motors

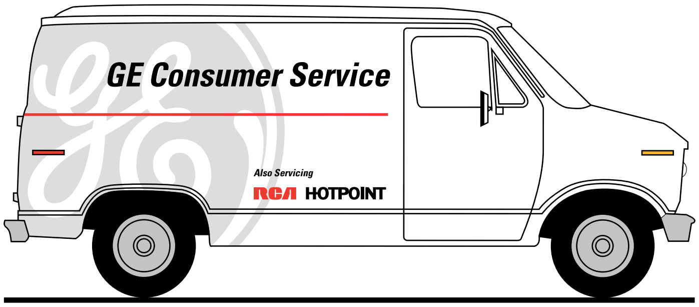

GE Motors

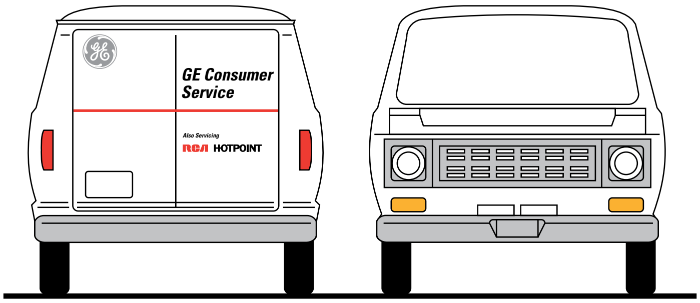
Note: See the general guidelines on pages 02 to 03.

Monogram
Use the signature Monogram and a full graphic signature on the rear door only. Do not use the signature Monogram on the sides of the van.

Two special versions of the Dynamic Monogram are used on the van:
- *On the driver's side,* the Dynamic Monogram bleeds off the right end of the side panel.
- *On the passenger's side,* it bleeds off the left end.







Typography

Communicative name:
Use Univers 68 and, if needed, Univers 48.

Secondary Typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
- *On the driver's side,* bleed the Laser Line left off the left edge of the driver's door.
- *On the passenger's side,* bleed the Laser Line left to the end of the side panel; do not wrap the Laser Line onto the rear panel.
- *On the rear of the van,* bleed the Laser Line left and right off both doors.

Color

Van body: white

Signature Monogram: Platinum Grey or GE Reflective Grey*

Dynamic Monogram: GE Reflective Grey*

Laser Line: Laser Red (may be reflective)

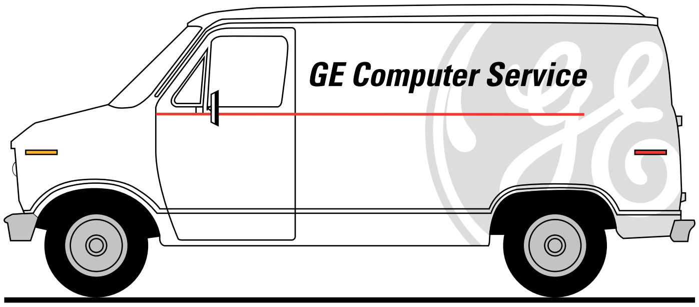
Typography: black

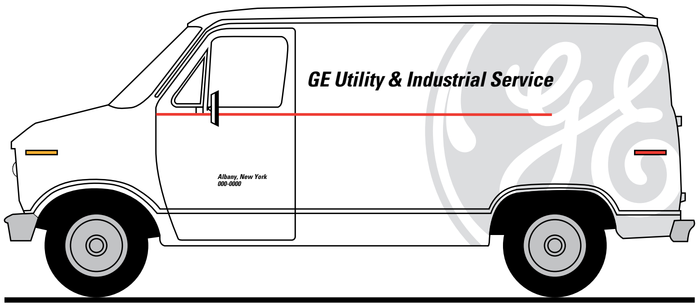
Primary design marks (other than the Monogram): black or appropriate color

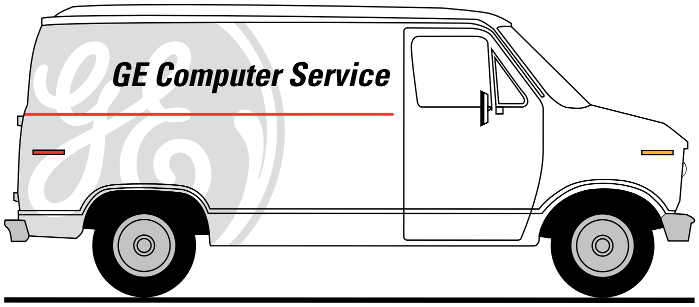
Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

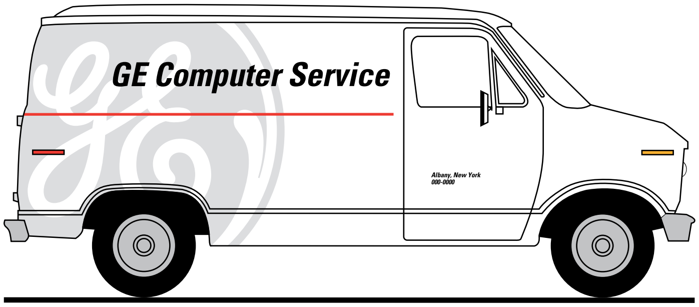
*Scotchlite brand reflective sheeting 590-10, produced by the 3M Company, is custom screen-printed to create GE Reflective Grey.

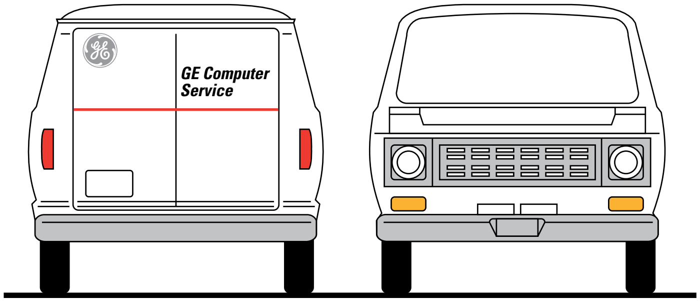
continued

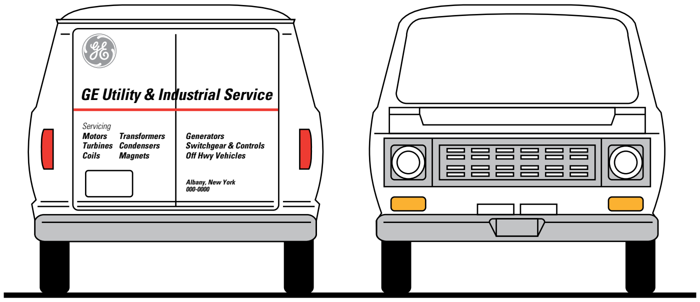

GE Computer Service

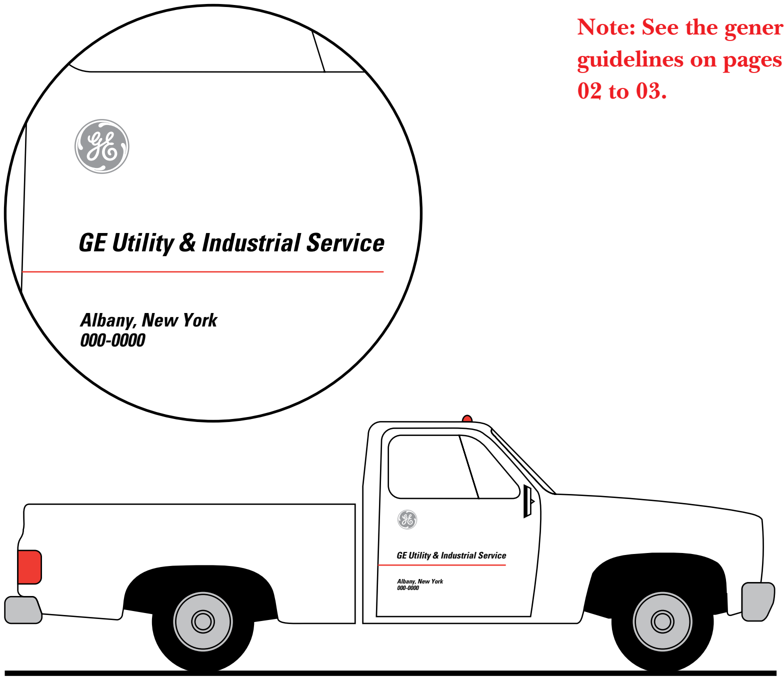

GE Utility & Industrial Service
Albany, New York
000-0000

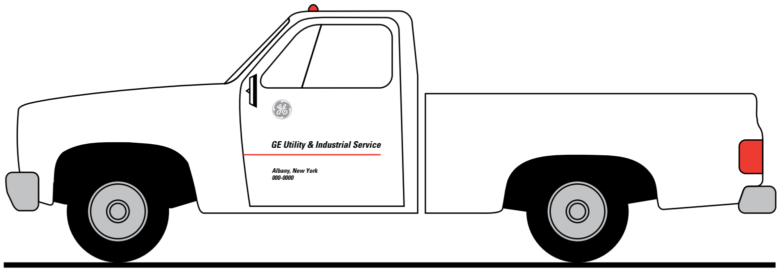

GE Computer Service

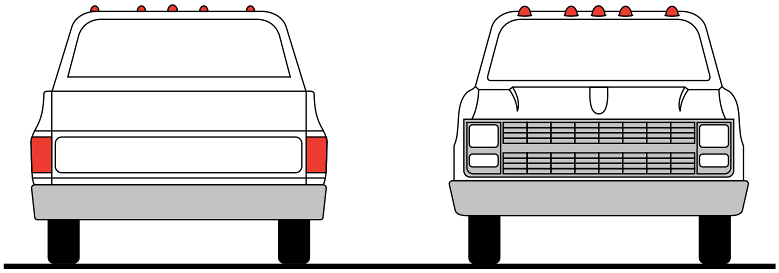

GE Computer Service
Albany, New York
000-0000


GE Computer
Service


GE Utility & Industrial Service
Servicing
Motors
Turbines
Coils
Transformers
Condensers
Magnets
Generators
Switchgear & Controls
Off Hwy Vehicles
Albany, New York
000-0000







Note: See the general guidelines on pages 02 to 03.

Service pickup trucks and panel trucks with windows carry full graphic signatures on the doors only but, because of limited space, do not include the Dynamic Monogram.

Monogram

Use the signature Monogram in the graphic signatures on both doors.

Typography

Communicative name:
Use Univers 68 and, if needed, Univers 48.

Secondary typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
The Laser Line bleeds off the left edge of each door.

Color

Truck body: white

Signature Monogram: Platinum Grey or GE Reflective Grey*

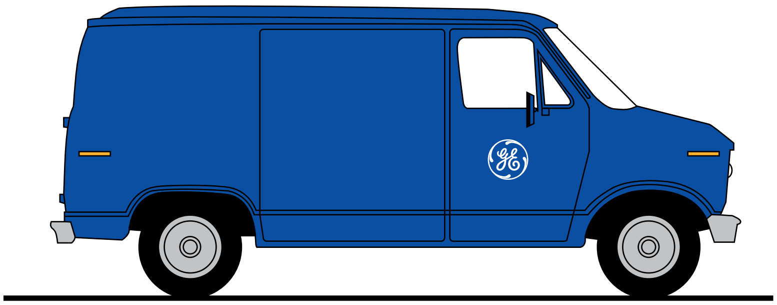
Laser Line: Laser Red (may be reflective)

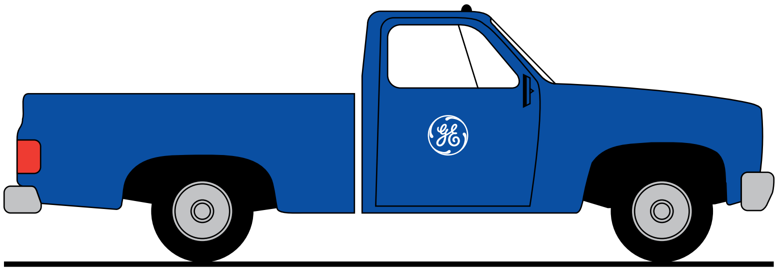
Typography: black

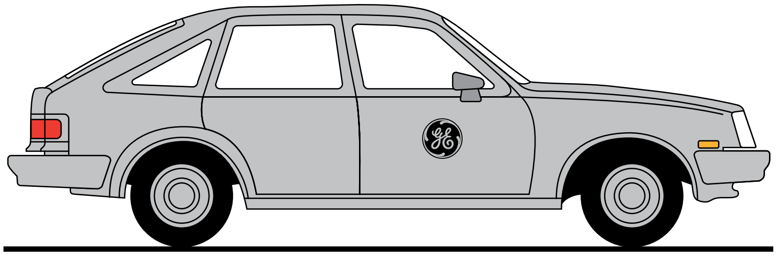
Reproduction

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*Scotchlite brand reflective sheeting 590-10, produced by the 3M Company, is custom screen-printed to create GE Reflective Grey.







Because the base color of in-plant vehicles varies for reasons of safety and maintenance, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

Color

Light-colored vehicles:
Use black in the field and outline circle, with the color of the vehicle appearing in the letters/curlicues.

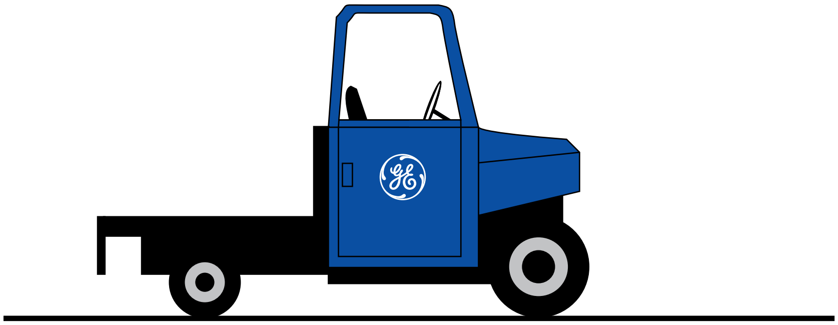
Note: Use a positive reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.

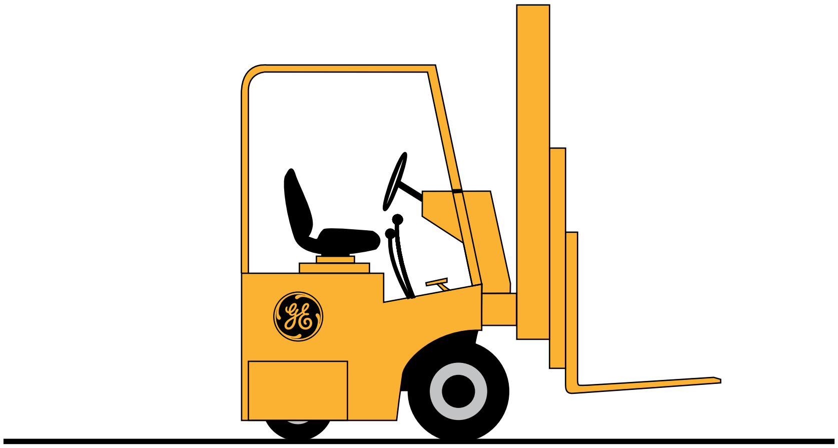
Dark-colored vehicles:
Use white in the letters/curlicues, with the color of the vehicle appearing in the field.

Note: Use a reverse reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.

Reproduction

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.





Because the base color of industrial haulage vehicles varies for reasons of safety and maintenance, and because the space available for identification is often limited, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

Color

Light-colored vehicles:
Use black in the field and outline circle, with the color of the vehicle appearing in the letters/curlicues.

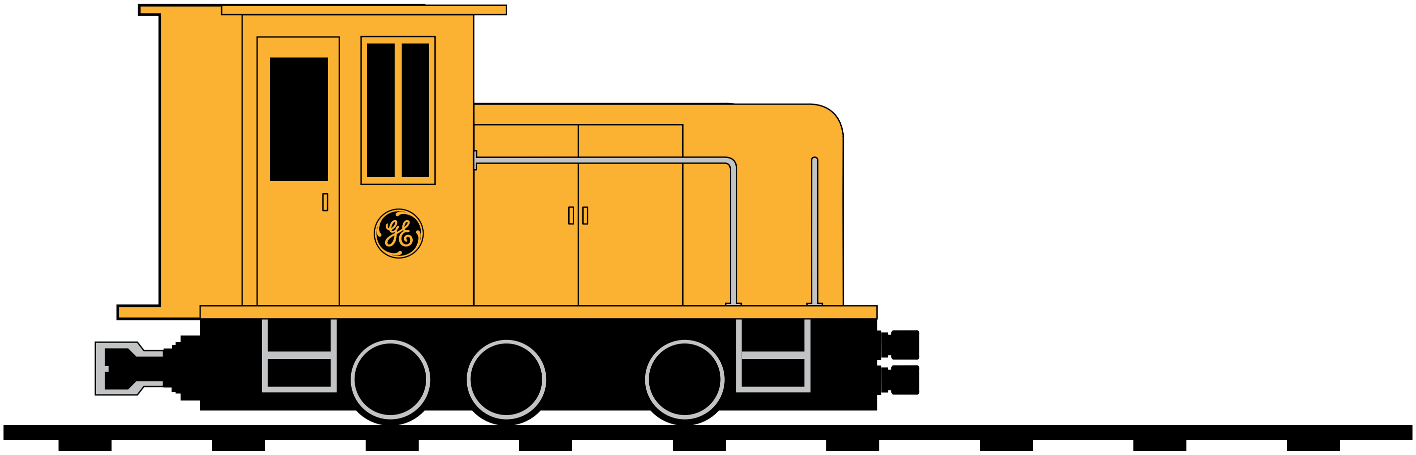
Note: Use a positive reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.

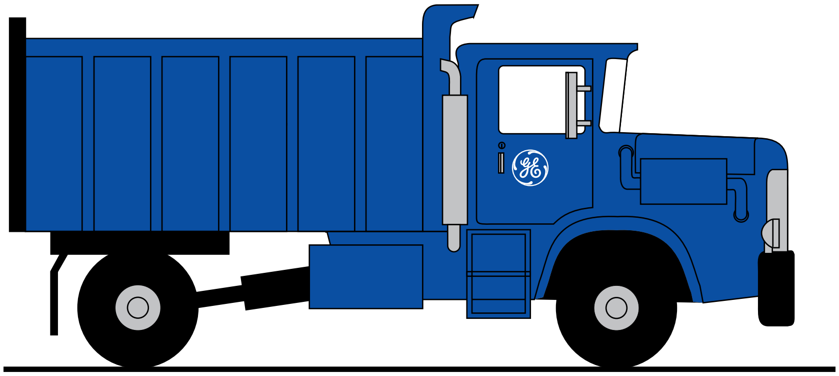
Dark-colored vehicles:
Use white in the letters/curlicues, with the color of the vehicle appearing in the field.

Note: Use a reverse reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.

Reproduction

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of the signature Monogram. Avoid hand-painted applications.





Because the base color of heavy construction equipment varies for reasons of safety and maintenance, and because the space available for identification is often limited, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

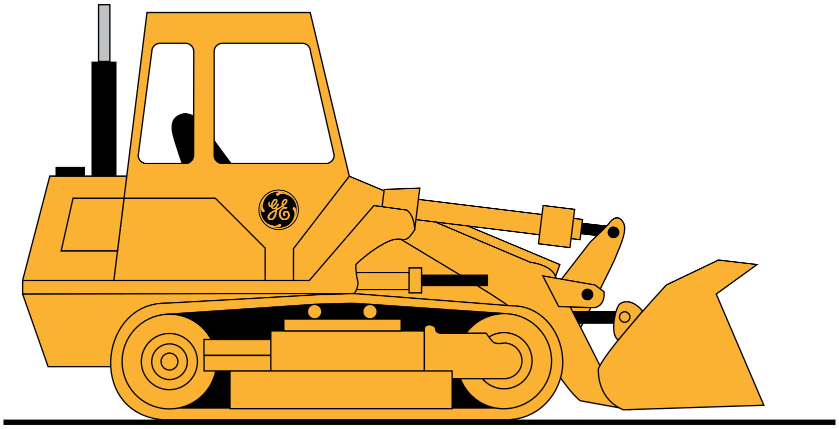
Color

Light-colored vehicles:
Use black in the field and outline circle with the color of the vehicle appearing in the letters/curlicues.

Note: Use a positive reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.

Dark-colored vehicles:
Use white in the letters/curlicues, with the color of the vehicle appearing in the field.

Note: Use a reverse reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.



If a tarpaulin is designed to fit a particular product, and if its surface is smooth and flat for identification that is easily seen, follow the guidelines at the right. If a tarpaulin does not provide a suitable smooth, flat surface for identification, or if it is used on products of different sizes and shapes (making visibility of the identification difficult to ensure), do not use identification elements on such a tarpaulin. Instead, use a single flat color for the tarpaulin: for example, Platinum Grey or Laser Red.

Use a graphic signature containing one of the following:

- *the communicative name* of the component or affiliate, as shown in the example
- *the name "GE" + a generic name* for the product
- *a secondary word mark* (without the name "GE") + a generic name for products (optional)

For more information, see document **131**, *Graphic Signatures.*

Typography

Signature typography:
Use Univers 68 and, if needed, Univers 48. For more information, see document **131**, *Graphic Signatures,* pages 31 to 35.

Secondary typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the tarpaulin.

Laser Line:
Begin the Laser Line flush left with the left edge of the signature Monogram; do not bleed the Laser Line left off the tarpaulin. End the Laser Line, depending on which signature is used, according to the guidelines in document **131**, *Graphic Signatures,* pages 10 to 18.

Color

Tarpaulin material: Platinum Grey

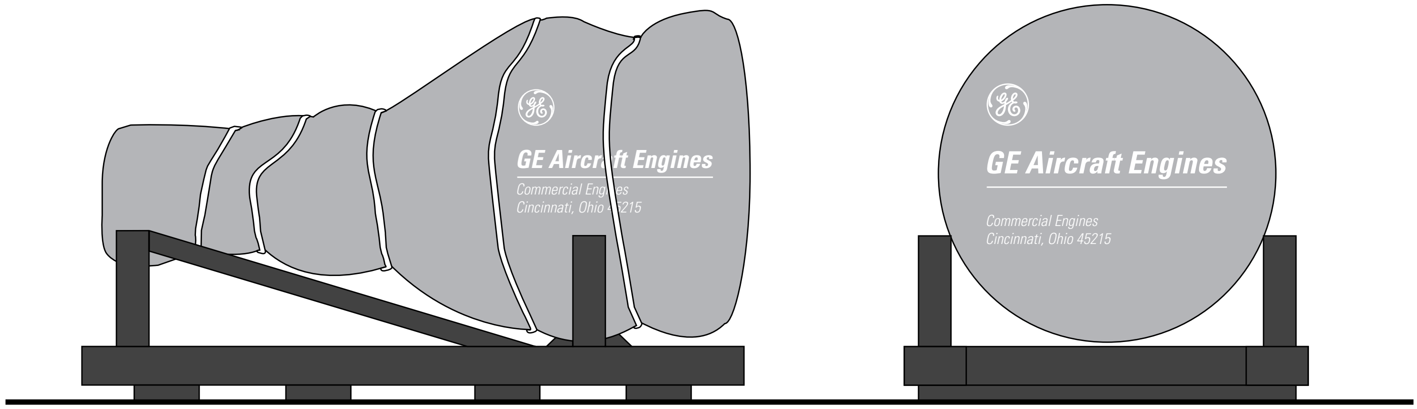
Graphic signature: white

Note: Use a reverse reproduction proof of the signature Monogram, available from the GE Identity Website or Hotline.

If desired, reproduce the Laser Line in Laser Red.

Reproduction

Use photomechanical screen printing to reproduce identification elements on tarpaulins. Avoid hand-painted applications.



Note: See the general guidelines on pages 02 to 03.

Monogram
Use the signature Monogram and a full graphic signature on the rear door only. *Do not* use the signature Monogram on the sides of the truck.

Two special versions of the Dynamic Monogram are used on the truck:

- *On the drivers' side,* the Dynamic Monogram bleeds off the right end of the box.
- *On the passenger's side,* it bleeds off the left end.

Typography

Communicative name:
Use Univers 68 and, if needed, Univers 48.
Note: For long names, use a small type size and/or stack the type.

Secondary Typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line

- *On the driver's side,* bleed the Laser Line left, across the Dynamic Monogram as shown.
- *On the passenger's side,* bleed the Laser Line right, across the Dynamic Monogram as shown.
- *On the rear of the truck,* bleed the Laser Line left.

Color

Body: white

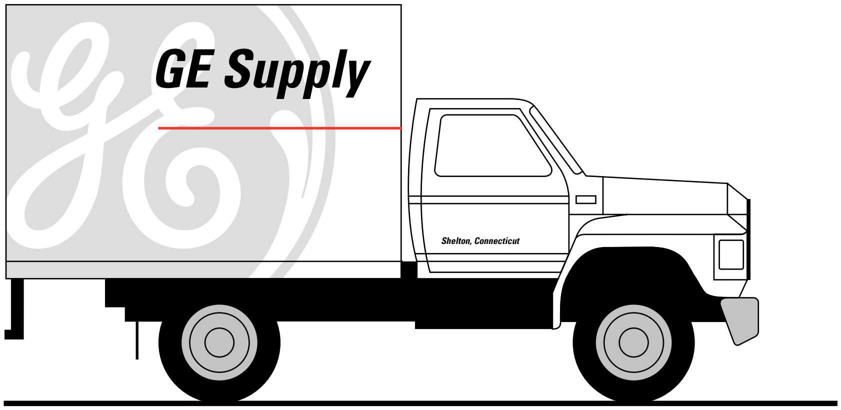
Signature Monogram: Platinum Grey

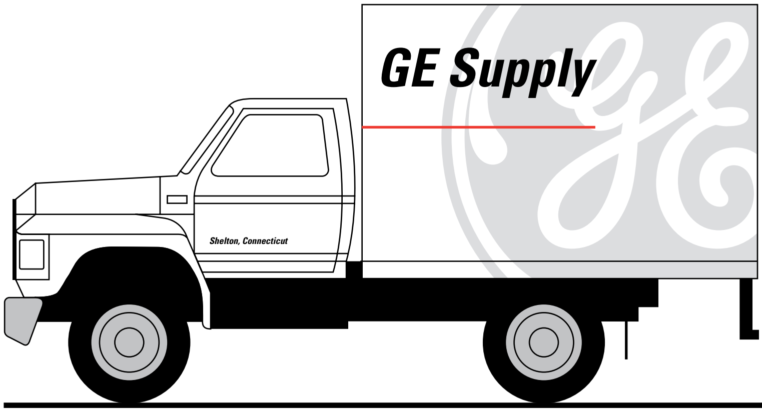
Dynamic Monogram: Reflective Grey

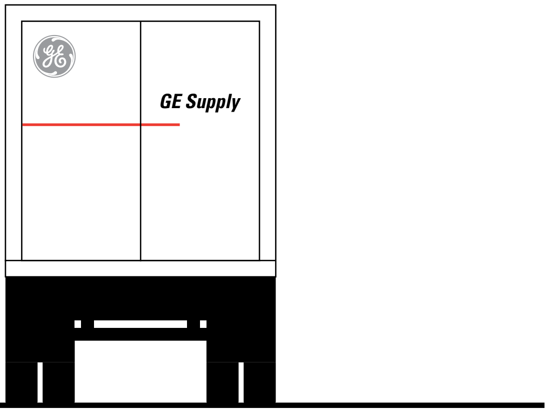
Laser Line: Laser Red (may be reflective)

Typography: black

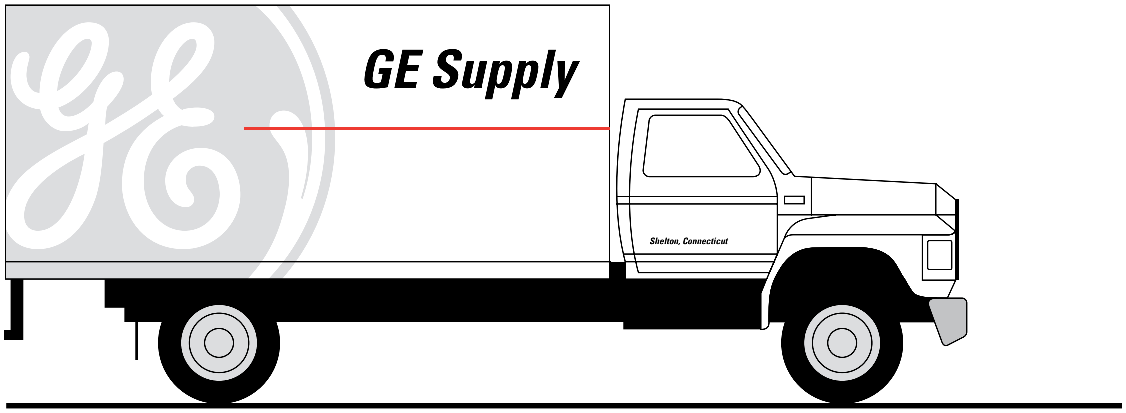
Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

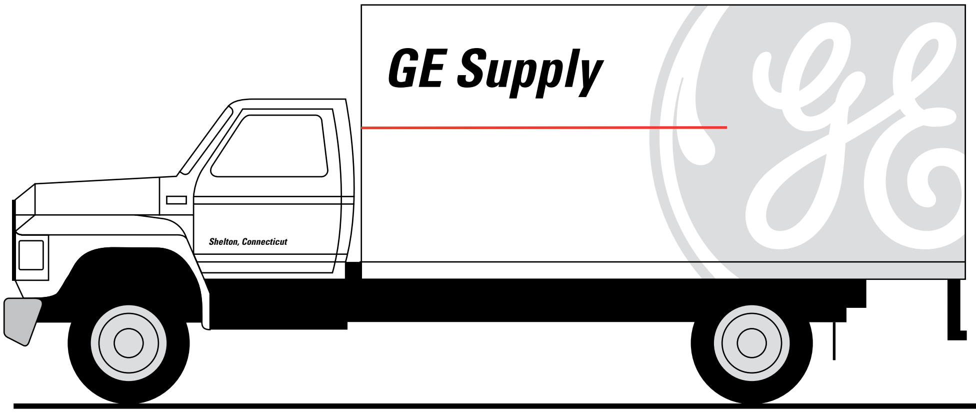


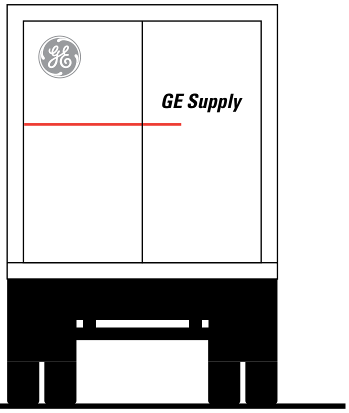




continued


GE Supply
Shelton, Connecticut


GE Supply
Shelton, Connecticut


GE Supply

Special Guidelines

Component Names 301

Summaries & Excerpts

Summary Standards & Guidelines 315
Components outside the U.S.A. 320
United Kingdom Materials 330

Affiliates, Joint Ventures, & Joint Projects

For GE personnel only:
Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects 341
For affiliates:
Affiliates Name & Trademark Practices 342
For joint venture partners:
Joint Ventures Name & Trademark Practices 343
For joint project partners:
Joint Projects Name & Trademark Practices 344

Licensees & Other GE Identity Program Users

Licensees Trademark Practices 350
Sales & Service Businesses Trademark & Graphic System Practices 360
OEMs 370

Other Special Guidelines

Adobe Acrobat & GE Identity Program Documents 381
GE Logo Font 382
GE Logo Font Supplement 382.Sup

Frequently Asked Questions 390
FAQ: Basic Standards 391
FAQ: Advertising & Branding 392

Component Names

These guidelines apply to the names of all GE components and subcomponents.

The purpose of the component naming standards is to

- *leverage the unity of the Company* through a consistent and simple naming system that will
  - increase the impact and visibility of GE
  - increase awareness of the depth and breadth, or diversity, of GE
- *provide each GE business with a strong individual identity* that will
  - clarify the understanding of each business
  - leverage the strength of GE for each business

The naming standards pertain to *communicative names*—the informal names used in conversation or copy and in graphic signatures. Graphic signatures are the visual expression of identity for most GE components and affiliates. They are used in media such as letterheads and business cards, advertising, brochures, product literature, packaging, and all the other communications directed to consumers, customers, employees, investors, and others.

Note: Usually, the naming process results in a single communicative name used by all organizational elements within a component. In cases where a single name would misrepresent a subcomponent, additional names are recommended.

In most cases, the *legal name*—the formal name used in the address block on letterheads and in contracts, proposals, and agreements where required by law—*does not change.* For example, the communicative name of the Company is “GE,” but its legal name remains “General Electric Company.”

Component Names 301.01

Contents

Component Naming Standards **301**.02

Developing Component Names **301**.03

Using Communicative Names **301**.04

Communicative Names of GE Businesses **301**.05

As the Company simplifies its organization and concentrates its resources in key businesses to operate with more agility and effectiveness, it is important that the names used to refer to the Company and its components succinctly and accurately communicate the simpler, less bureaucratic, and more focused nature of GE.

The Communicative Name "GE"

For purposes of communicating about the Company succinctly and accurately, we use the name "GE" instead of "General Electric" because

- The word "General" does not convey the focused strategy of the Company, nor does the word "Electric" convey the growing nonelectrical businesses within GE.
- The name "GE" is more encompassing.
- Use and awareness of the name "GE" is high. When asked to name worldwide companies in recent research, two-thirds of respondents who mentioned the Company used the name "GE."

Component Communicative Names

Similarly, the communicative names of components should be simple, clear, and accurate and free from any word or term that suggests a complex organizational structure.

Procedure

When making name changes, deletions, or additions, notify:
Manager – Corporate Advertising & Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

Use the name "GE" at the beginning of the component name. The trade name, "General Electric," is not used in a communicative name. Using "GE" to begin the component name links the business to the strength of GE and the public's high awareness of the Company and clearly defines the diversity of GE.

Use generic words—common words not protected by trademark registration—that succinctly and accurately describe the primary competence or major business of the component. These words should be clear and comprehensible to a person unfamiliar with the Company. For example, if the name "GE Aircraft Engines" were mentioned at a social event, a stranger would understand the nature of the component business.

GE + Generic Words

GE ~~Major~~ Appliances

GE Appliances ~~Business Group~~

Simplify. Use only the number of communicative names for a component and its organizational elements that are required for clarity. Whenever possible, use a single name that describes the entire component's broadest capability, including the primary products and services offered by each subcomponent.

If the primary product or service offered by a subcomponent cannot be accurately described by the name that best describes the component's major business, create a different communicative name for that organizational element. For example, "GE Aircraft Engines" is the most succinct and accurate description of that component's major business, so the subcomponent whose products are not installed in flying machines uses the communicative name "GE Marine & Industrial Engines."

Note: Subcomponents that use the communicative name of the component to which they belong also use a graphic signature bearing that same communicative name. This graphic signature is the fundamental visual device used to identify the subcomponent in all media. If desired, the specific name of such a subcomponent (as distinct from the name of the component used in the graphic signature) may be used in the *address block* in stationery, business cards, and promotional media. Also, the name of a division or department may be used as part of an individual's title on business cards or in personalized stationery when required.

Omit words defining the Company's organizational structure. Words such as "Group," "Division," and "Department" imply a tedious bureaucracy of little interest to existing and prospective customers.

Note: For information on affiliate naming, see document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects.*

The Communicative Name "GE"

In copy such as headlines or text used in promotional media or news releases, use the name "GE" to refer to the Company or its primary brand of products or services.

(Note: The legal name, "General Electric Company," is used only in the address block on letterheads and in contracts, proposals, and agreements where required by law.)

When "GE" is used to refer to the Company's primary brand of products and services, the name is a word mark, protected by federal trademark and service mark registration. To safeguard this valuable protection, use the word mark correctly, according to the guidelines in document **121**, *Primary Trademarks & Service Marks.*

When "GE" is used to refer to the Company itself rather than its primary brand, the name is a trade name and may be used as a noun and in the possessive form. For example, "GE's strategy was…" is an acceptable use of the trade name.

In conversation such as speeches, sales presentations, informal negotiations, and answering Company telephones, use the name "GE" to refer to the Company or its primary brand. Follow the guidelines for copy, above.

Do not use the communicative name "GE" immediately preceding a Company secondary word mark because such use would suggest that another company also has a product or service with the same secondary word mark. (See document **122**, *Secondary Trademarks & Service Marks.*)

Component Communicative Names

Note: To ensure consistent and correct use, a current list of approved communicative names appears on page 05.

In copy such as headlines or text used in promotional media or news releases, use communicative names to refer to components.

Do not use a component communicative name immediately preceding a Company secondary word mark because such use would suggest that another company also has a product or service with the same secondary word mark. (See document **122**, *Secondary Trademarks & Service Marks.*)

In conversation such as speeches, sales presentations, informal negotiations, and answering Company telephones, use communicative names to refer to components. Follow the guidelines for copy, above.

In permanent and promotional media, use a graphic signature containing a component communicative name as described in documents **131**, *Graphic Signatures,* and **200**, *Application Standards.*

One of the goals of the GE Identity Program is to present GE to all audiences in a more accurate, contemporary, and consistent manner. The list of communicative names for GE businesses at the right shows one way in which this is being achieved.

The names are accurate, contemporary, and consistent:

- For each key business, "GE" is combined with a simple, easily understood term describing the major competence of the business. As shown in the column at the right, a secondary name is used only if the primary name does not adequately describe a specific business.
- The Company communicative name, "GE," does not include the misleading connotation "Electric," which pertains to only a few of the Company's key businesses. Also, no organizational names (such as division or group) are used.
- The names of key businesses and a limited number of subcomponents are used in permanent media to broaden awareness of GE's diversity. Research has shown that people generally have not known what GE does and have been unaware that the Company participates in many industries. Instead, people have tended to associate GE primarily with appliances and lighting.
- These names are combined with the Monogram in a contemporary environment—the graphic signature—with the Monogram in the classic Platinum Grey, underlined by the red Laser Line. This presentation gives each business the values of quality and reliability for which the Monogram is widely recognized, while adding an element of excitement.
- The Monogram and the communicative names are applied in all media in a consistent manner by all GE businesses. This ensures maximum recognition and helps to protect the GE brand as a powerful marketing tool.

Key Businesses	*Allied organizations not well defined by the name of the associated key business*
GE Aircraft Engines	**GE Marine & Industrial Engines**
GE Appliances	**GE Consumer Service** **General Domestic Appliances (U.K.)**
GE Capital Services	**ERC** **Financial Guaranty Insurance (FGIC)** **GE American Communications** **Genstar Container** **Great Northern Annuity (GNA)** **Penske Truck Leasing** **Union Fidelity Insurance**
GE Information Services	
GE Lighting	**GE Lighting Systems** **GE Quartz** **GE Wiring Devices & Speciality Products**
GE Medical Systems	
GE Industrial Systems	**GE Fanuc Automation** **GE Power Delivery**
GE Plastics	**GE Electromaterials** **GE Petrochemicals** **GE Silicones** **GE Specialty Chemicals** **GE Structured Products** **GE Superabrasives** **Polymerland**
GE Power Systems	**GE Environmental Services** **GE Energy Services** **GE Global Power Generation Services** **GE Nuclear Energy** **GE Power Systems Energy Consulting** **Nuovo Pignone** **S&S Energy Products**
GE Supply	
GE Transportation Systems	
NBC	

Summary

Standards & Guidelines

Purpose

How we identify ourselves—our name, trademark, and related graphics—is the most visible representation of our Company. Making our identity more accurate, contemporary, and consistent can help move perceptions of GE toward reality.

Objectives

- **To make our identity accurate, we want *to broaden awareness of our diversity.***
- **To make our identity contemporary, we want *to communicate our innovation and dynamism along with our long-recognized reliability.***
- **To make our identity consistent, we want *to unify the identity we use throughout the Company.***

Program

The GE Identity Program includes

- ***graphic standards*, featuring the Monogram used in the context of a graphic signature**
- ***naming standards* for the communicative names used by GE businesses**
- ***application standards* for the use of the names and graphic elements in specific applications**

Summary Standards & Guidelines **315**.01

Contents

Graphic Signatures **315**.02

Signature Content **315**.04

Signature Construction **315**.05

Typography **315**.10

Color **315**.20

Dynamic Monogram **315**.30

Asymmetry **315**.40

Tying It Together: Using Graphic Signatures in Layouts **315**.50

Reproduction Materials **315**.60

Graphic signatures **are the fundamental visual devices used in all media to identify**

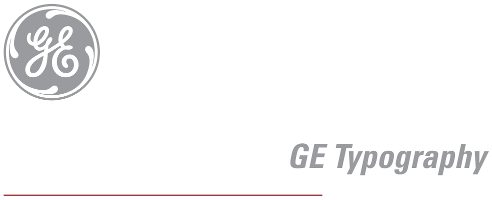
- **the Company** and its
  - components, subcomponents, divisions, departments, and operations
  - internal functions, programs, and projects
- **affiliates** licensed to use the GE identity
- **the GE brand of products and services**

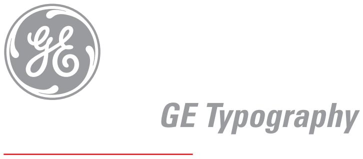
A graphic signature consists of the three elements shown in the example below:

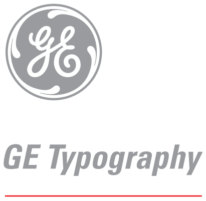
- *the signature Monogram,* our 100-year-old symbol of reliability
- *signature typography,* either
  - for most signatures, the condensed italic sans serif typefaces Univers 68 and, if needed, Univers 48
  - as an option for product signatures, the italic serif typeface ITC New Baskerville Italic
- *the Laser Line,* a fine horizontal line that suggests precision and high technology

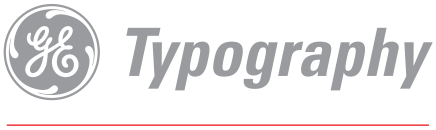
continued

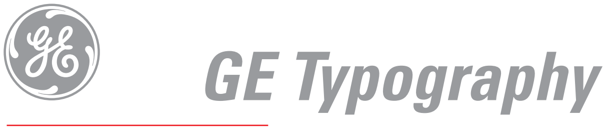
GE Plastics











To satisfy varying needs, three basic signature arrangements may be used, as shown at the left:

- *the primary signature*, preferred in all media
- *the compact signature*, in which the signature elements are grouped close together, used where space restrictions are tight
- *the vertical signature*, used in narrow formats or where a vertical emphasis is desired

For a summary of the construction of the three basic signatures, see page 05.

Note: As specified in document **200**, *Application Standards*, in selected applications where space restrictions are very tight, two other arrangements may be used: special signature A or B. Where there is no need or room for signature typography, the Monogram may be used alone.

For more information, see document **131**, *Graphic Signatures*.

Graphic signature arrangements include those shown at the left:

- ***the primary signature***
- ***the compact signature***
- ***the vertical signature***
- ***special signature A***
- ***special signature B***

GE Medical Systems

Spacemaker Microwave Oven

We bring good things to life.

Profile

We bring good things to life.

Typical signature content is shown in the examples above, including

- ***a component communicative name***
- ***a product name***
  (secondary word mark + generic description)
- ***the Company slogan***
- ***a product name***
  (secondary word mark + the Company slogan)

The content of a graphic signature is the message contained in the signature typography, and *the message may vary.* For example:

- ***In permanent media* such as stationery, signs, and vehicles,** the graphic signature contains the *communicative name* of a business—the informal name used in copy and conversation.

  The Company's communicative name, "GE," no longer includes the misleading name "Electric," which now relates to only a few of our businesses. (Note: Our legal name, "General Electric Company," is still used for legal purposes.)

  For the communicative name of each of our major businesses, "GE" is combined with a simple, easily understood term describing that business's primary competence, and organizational terms are eliminated. For example:

  GE Appliances
  GE Capital Services
  GE Plastics
  GE Transportation Systems

  For more information on component names, see document **301**, *Component Names.*

  For information on affiliate names, see document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 20 to 26.

- ***In promotional media* such as packaging,** the signature may contain the *name of the product.*

- ***In advertising,*** the signature *must* contain the *Company slogan* "We bring good things to life." The slogan may be used in the signoff signature,
  - *in any advertising,* by itself
  - *in business-to-business advertising,* with the component or affiliate name
  - *in consumer or consumer trade advertising,* with the name of the product or service

  For more information on optional graphic signature content, see document **131**, *Graphic Signatures,* pages 06 to 09. Also see the guidelines for specific applications in document **200**, *Application Standards.*

The minimum spaces separating and surrounding the signature elements are shown in the drawings below; these spaces may be larger but never smaller.

If the capital height of the signature typography

- ***equals ¼ or ⅓ the diameter of the Monogram,*** refer to the drawings at the left below
- ***equals ½ or ¾ the diameter of the Monogram,*** refer to the drawings at the right below

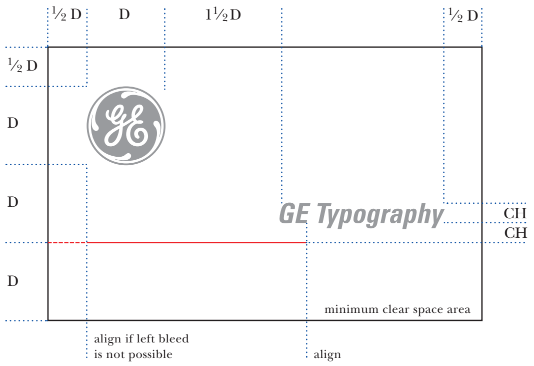
Note: The only difference is that the larger sizes of typography may be closer to the Laser Line.

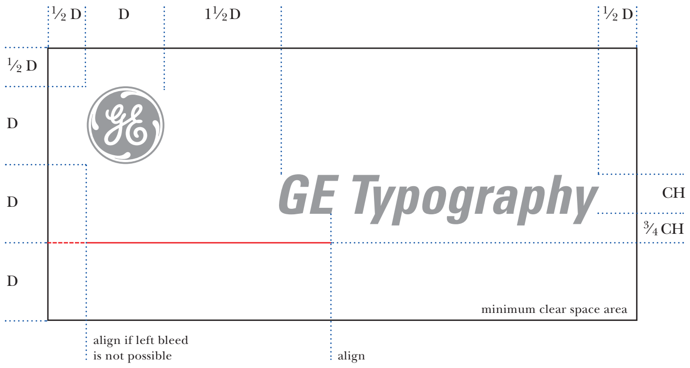
The Laser Line* bleeds left off the format. If it cannot bleed, it should either extend left to the margin or align left with the Monogram.

On the right, the Laser Line ends

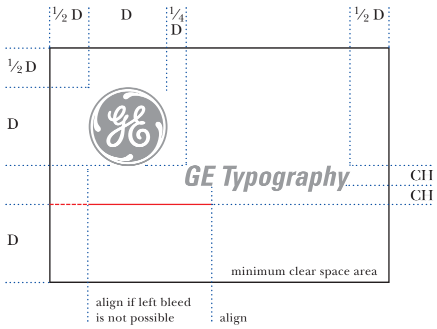
- *in the primary signature,* at the end of the "E" in "GE"
- *in the compact signature,* at the end of the "E" in "GE"
- *in the vertical signature,* at the end of the typography

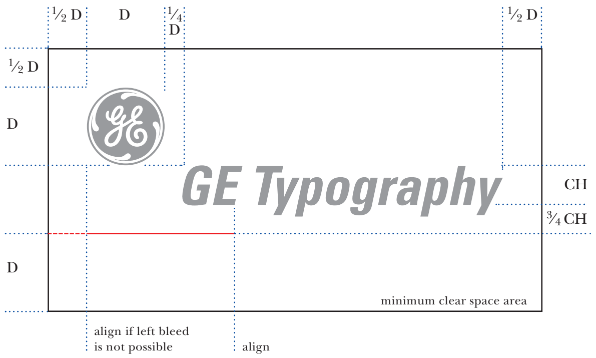
Primary Signature


½ D
D
1½ D
½ D
½ D
D
D
D
GE Typography
CH
CH
minimum clear space area
align if left bleed
is not possible
align

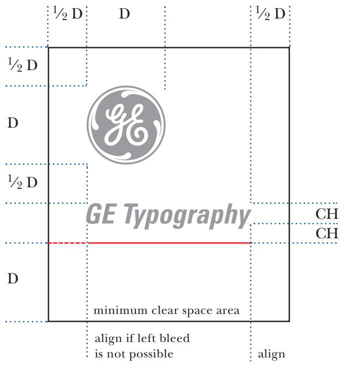

½ D
D
1½ D
½ D
½ D
D
D
D
GE Typography
CH
¾ CH
minimum clear space area
align if left bleed
is not possible
align

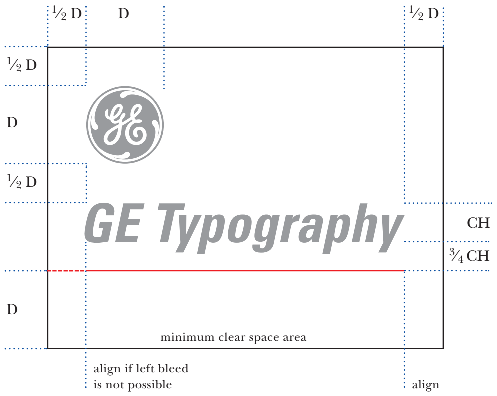
Compact Signature


½ D
D
¼ D
½ D
½ D
D
D
GE Typography
CH
CH
minimum clear space area
align if left bleed
is not possible
align


½ D
D
¼ D
½ D
½ D
D
D
GE Typography
CH
¾ CH
minimum clear space area
align if left bleed
is not possible
align

Vertical Signature


½ D
D
½ D
½ D
D
½ D
D
GE Typography
CH
CH
minimum clear space area
align if left bleed
is not possible
align


½ D
D
½ D
½ D
D
½ D
D
GE Typography
CH
¾ CH
minimum clear space area
align if left bleed
is not possible
align

D =
diameter
of signature Monogram

CH =
capital height
of signature typography

*The minimum weight (thickness) of the Laser Line is ½ point; the maximum weight is 6 percent of the diameter of the signature Monogram.

Univers 68

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

Univers 48

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;'[]=+&

ITC New Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

ITC New Baskerville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

ITC New Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

ITC New Baskerville Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;’[]=+&

Two series of typefaces—Univers and ITC New Baskerville—are used exclusively in program applications according to the following guidelines:

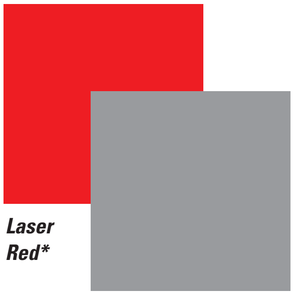
- *In signature typography*, Univers 68 is used for most typography unless a message consists of two parts, when Univers 48 may be used for differentiation. As an option, ITC New Baskerville Italic may be used for product names.
- *In permanent media* such as stationery, signs, and vehicles, Univers 68 and 48 are also used outside the graphic signature.
- *In all print and broadcast advertising and in other print applications such as brochures, product literature, and periodicals,* ITC New Baskerville is used for all headlines and text. Univers may be used for typographic accents such as page numbers and captions.

For more information on signature typography, see document **131**, *Graphic Signatures,* pages 31 to 35.

For more information on program typography, see document **133**, *Typography*.

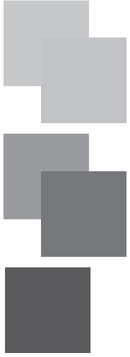
Note: In computer typesetting, other names may be used for Univers 68 and 48, such as

- *Univers 68:* Univers (67) Condensed Bold Oblique
- *Univers 48:* Univers (47) Condensed Light Oblique

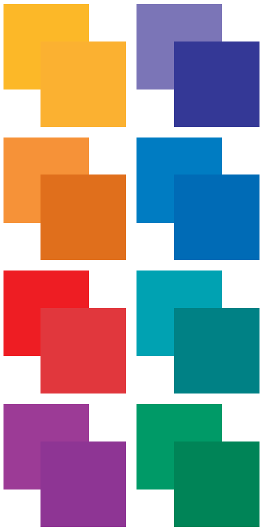


Laser Red*

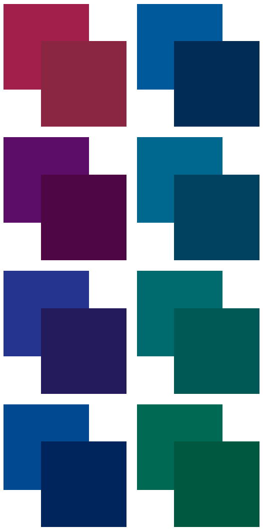
Platinum Grey*



GE Grey & Metallic Color Palette



GE Bright Color Palette



GE Dark Color Palette

Two corporate colors are used extensively in graphic signatures and program applications.

*Platinum Grey,** the color used most often in the signature Monogram and signature typography, appears dignified and reserved, signifying high quality and suggesting the traditional character of the Company.

*Laser Red,** the color used in the Laser Line, is a bright, strong color, suggesting the liveliness of entrepreneurial enterprise. These colors are preferred in graphic signatures displayed against white or very pale grey backgrounds.

When other colors are needed in backgrounds or as color accents, they may be selected from the three GE color palettes shown at the left.

Note: Because of the color reproduction limitations of video monitors and laser printers, a video display or laser print of the GE colors does not establish visual standards for offset match-color reproduction. Those standards are the offset-printed document **560**, *Color Samples,* available from the GE Identity Website or Hotline.

continued

* *When match color is used* in lieu of Platinum Grey and Laser Red, you may use
- PANTONE®† 423 (for stationery, PANTONE 424) and PANTONE Red 032, the standards for which are shown in the current edition of the PANTONE Color Formula Guide 1000
- Toyo Printing Inks CF 8644 and CF 8098, the standards for which are shown in the current editions of the Toyo Ink Color Finder

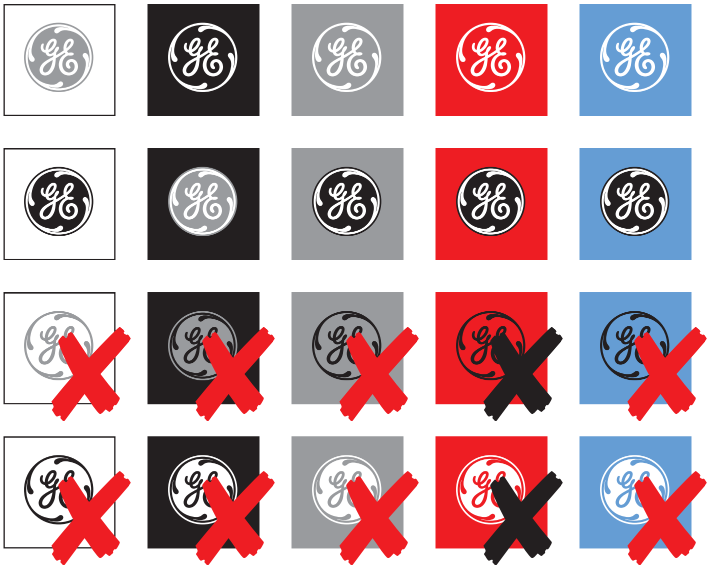
When four-color process is used, you may use
- for Platinum Grey, 40 percent black (minimum 133-line screen)
- for Laser Red, solid magenta/yellow

When a standard line color is used, for Laser Red you may use the Association of Advertising Agencies of America color standard, AAAA/ABP Second Color Red.

The alternative specifications provided here *are not* equivalent to the corporate colors nor equivalent to each other. They are merely acceptable alternative specifications when the corporate colors are not available.

The colors shown and specified in this document are not intended to match the PANTONE Color Standards or the Toyo Printing Inks Colors. PANTONE Colors are not equivalent to Toyo Colors.

† PANTONE® is a registered trademark of Pantone, Inc.



Rule One:
Reproduce the Monogram so the letters/curlicues are lighter than the field.
The letters/curlicues are never darker than the field.

To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font, a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website or Hotline. (For more information, see document **382**, *GE Logo Font.*)

For more information, see document **132**, *Color.*

Using Corporate Colors

The corporate colors help to establish a consistent appearance among communications that pertain to the Company, its facilities, and its property. These colors are used in permanent media such as stationery, facility signs, and vehicles. Any time they are used, the corporate colors strengthen the GE identity.

- **Use the corporate colors in graphic signatures against white, off-white, or very light grey backgrounds.**
- **As an alternative, use the corporate colors in the background and reverse the graphic signature in white or overprint it in black.**

When Using Platinum Grey:
- *In graphic signatures,* use Platinum Grey in any signature element. In the Monogram, use Platinum Grey only in the field (including the outline circle) and use only white in the letters/curlicues.
- *In other layout elements,* use Platinum Grey as desired.

When Using Laser Red:
- *In graphic signatures,* use Laser Red in the Laser Line only. Do not use Laser Red in other signature elements.
- *In other layout elements,* to preserve its uniqueness in the Laser Line, do not use Laser Red in other fine lines. Instead, use Laser Red in other well-differentiated elements such as heavy lines, bars, bands, and backgrounds, if desired.

Using Other Colors

Other colors may be used in promotional applications such as brochures, product literature, tradeshow exhibits, packaging, point-of-sale displays, and novelties. Such colors help to differentiate GE brand promotional materials from each other and from those of competitors.

- **Use other colors in the *background.***
  Use the selected color in a bar, band, or full-bleed background and
  - *against dark backgrounds,* use the reverse Monogram and reverse the graphic signature in white
  - *against bright backgrounds,* either
    · use the reverse Monogram and reverse the signature in white (as for dark backgrounds)
    · use the positive Monogram and overprint the signature in black (with either the background color or white in the letters/curlicues)
    whichever maintains the stronger contrast
- **When selecting other colors,** use any appropriate color, including those from the GE color palettes.

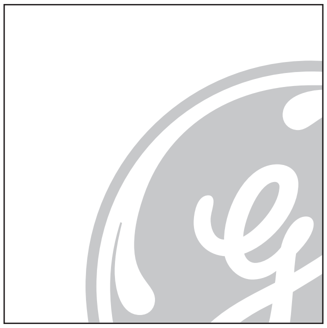
Other Guidelines

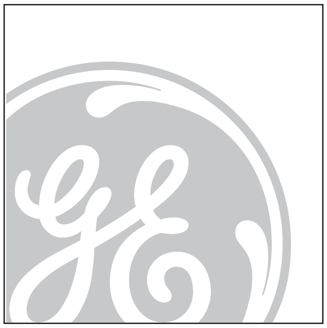
- **When reversing any element of a graphic signature from a background color, the color of the paper stock** appearing in the signature elements should be white, off-white, or very light grey. (Note: In applications such as shipping cases and cartons, where the paper stock is kraft colored, signature elements may be reversed from a colored bar, band, or background, provided the selected color is strong enough to contrast with the kraft color and maintain high legibility.)
- **When using colored paper stock,** use the positive Monogram and overprint the entire graphic signature in black. If the paper stock is a very light color or a very light grey, the entire signature may be overprinted in Platinum Grey, if desired.
- **When using color in the Dynamic Monogram,** follow the guidelines in document **134**, *Dynamic Monogram*, page 02.
- **In all applications, provide your supplier with a color sample and specify that the color be *visually matched.*** Document **560**, *Color Samples* — offset-printed samples of the corporate colors and all colors in the GE color palettes — is available from the GE Identity Website or Hotline.

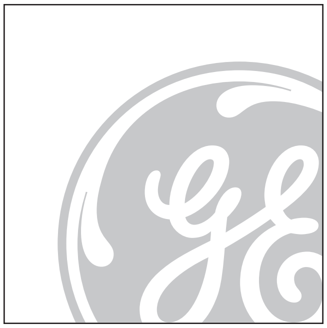
As graphic support *in place of* a photograph, illustration, or thematic graphic, a portion of the Monogram may be used—but only one of the authorized drawings shown at the left:

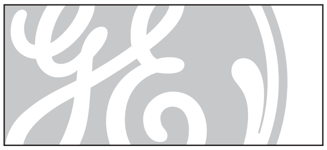
- ***the one-quarter version,*** bleeding only right
- ***the three-quarter version,*** bleeding left or right
- ***the horizontal version,*** bleeding left or right

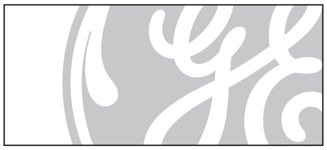
continued







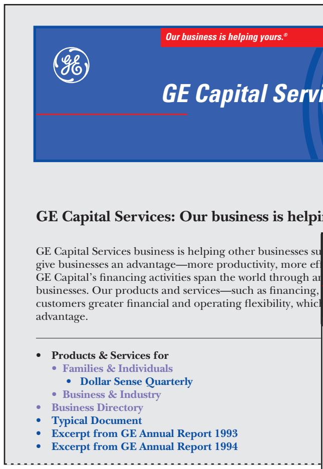




The Dynamic Monogram is reproduced
- **large**
- **bleeding off the format**
- **in a subtle color of low contrast to the background**

When correctly reproduced as described above and shown in the examples on this page, the Dynamic Monogram suggests the Company is too dynamic to be contained.

For more information, see document **134**, *Dynamic Monogram.*


Our business is helping yours.®

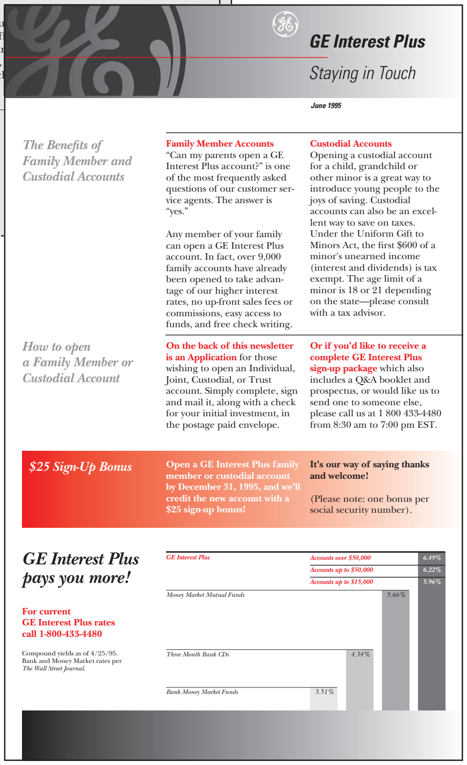
GE Capital Services

Go to GE Businesses page.

GE Capital Services: Our business is helping yours.®

GE Capital Services business is helping other businesses su
give businesses an advantage—more productivity, more ef
GE Capital's financing activities span the world through ar
businesses. Our products and services—such as financing,
customers greater financial and operating flexibility, which
advantage.

- **Products & Services for**
  - **Families & Individuals**
    - **Dollar Sense Quarterly**
  - **Business & Industry**
- **Business Directory**
- **Typical Document**
- **Excerpt from GE Annual Report 1993**
- **Excerpt from GE Annual Report 1994**


GE Interest Plus

Staying in Touch

June 1995

The Benefits of Family Member and Custodial Accounts

Family Member Accounts
"Can my parents open a GE Interest Plus account?" is one of the most frequently asked questions of our customer service agents. The answer is "yes."

Any member of your family can open a GE Interest Plus account. In fact, over 9,000 family accounts have already been opened to take advantage of our higher interest rates, no up-front sales fees or commissions, easy access to funds, and free check writing.

Custodial Accounts
Opening a custodial account for a child, grandchild or other minor is a great way to introduce young people to the joys of saving. Custodial accounts can also be an excellent way to save on taxes. Under the Uniform Gift to Minors Act, the first $600 of a minor's unearned income (interest and dividends) is tax exempt. The age limit of a minor is 18 or 21 depending on the state—please consult with a tax advisor.

How to open a Family Member or Custodial Account

On the back of this newsletter is an Application for those wishing to open an Individual, Joint, Custodial, or Trust account. Simply complete, sign and mail it, along with a check for your initial investment, in the postage paid envelope.

Or if you'd like to receive a complete GE Interest Plus sign-up package which also includes a Q&A booklet and prospectus, or would like us to send one to someone else, please call us at 1 800 433-4480 from 8:30 am to 7:00 pm EST.

$25 Sign-Up Bonus

Open a GE Interest Plus family member or custodial account by December 31, 1995, and we'll credit the new account with a $25 sign-up bonus!

It's our way of saying thanks and welcome!

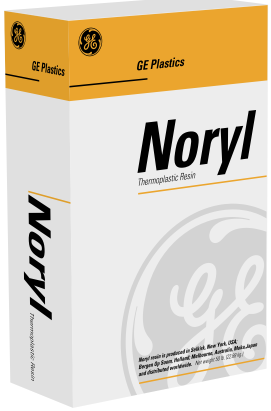
(Please note: one bonus per social security number).

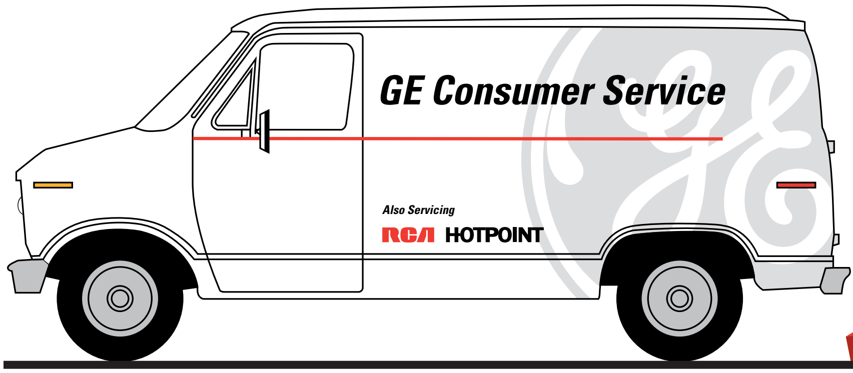
GE Interest Plus pays you more!

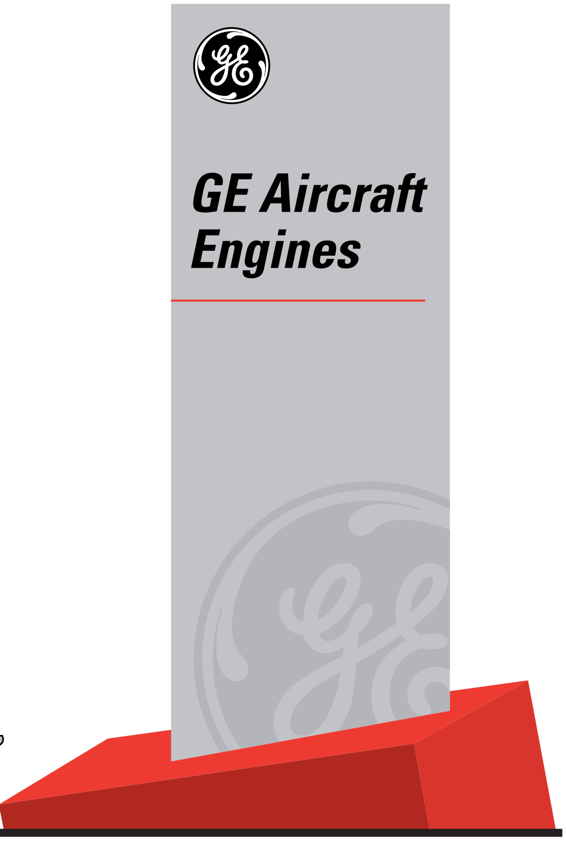
For current GE Interest Plus rates call 1-800-433-4480

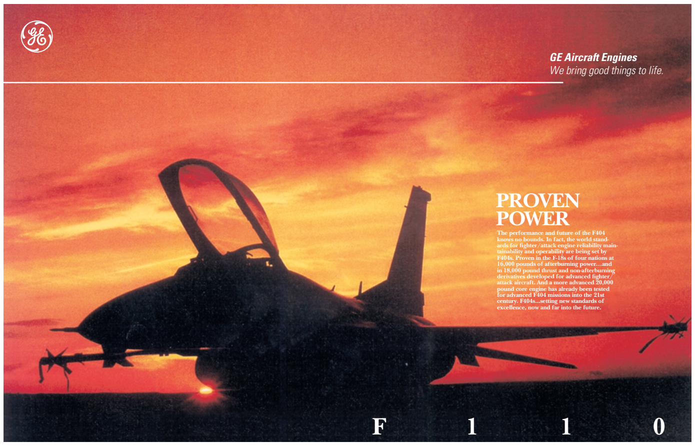
Compound yields as of 4/25/95. Bank and Money Market rates per *The Wall Street Journal.*

GE Interest Plus
Accounts over $50,000
6.49%
Accounts up to $50,000
6.22%
Accounts up to $15,000
5.96%
Money Market Mutual Funds
5.66%
Three Month Bank CDs
4.34%
Bank Money Market Funds
3.51%


GE Plastics
GE Plastics
Noryl
Thermoplastic Resin
Noryl
Thermoplastic Resin
Noryl resin is produced in Selkirk, New York, USA; Bergen Op Soom, Holland; Melbourne, Australia, Moka, Japan and distributed worldwide. Net weight 50 lb. (22.68 kg.)


GE Consumer Service
Also Servicing
RCA HOTPOINT


GE Aircraft Engines



GE Aircraft Engines
We bring good things to life.

PROVEN
POWER

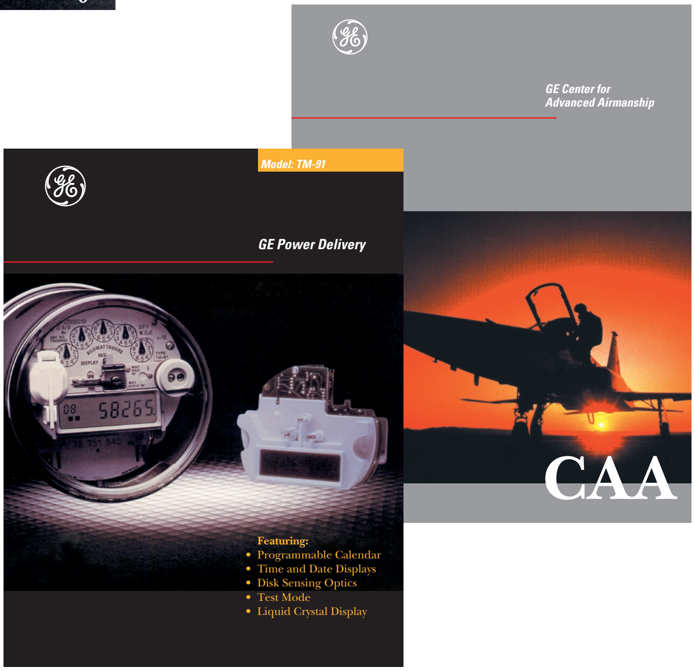
The performance and future of the F404 knows no bounds. In fact, the world standards for fighter/attack engine reliability maintainability and operability are being set by F404s. Proven in the F-18s of four nations at 16,000 pounds of afterburning power…and in 18,000 pound thrust and non-afterburning derivatives developed for advanced fighter/attack aircraft. And a more advanced 20,000 pound core engine has already been tested for advanced F404 missions into the 21st century. F404s...setting new standards of excellence, now and far into the future.

F 1 1 0

To further the communication of dynamism, design elements within a given format are arranged asymmetrically. Even in graphic signatures, the elements are *not* centered in relation to each other. Likewise, in a given format, all design elements—headlines, text blocks, and graphic support such as photographs, illustrations, thematic graphics, or the Dynamic Monogram—should be arranged to create an asymmetrical balance.

For more examples of this design principle, see document **200**, *Application Standards*.

We bring good things to life.
We bring good things to life.



GE Center for Advanced Airmanship

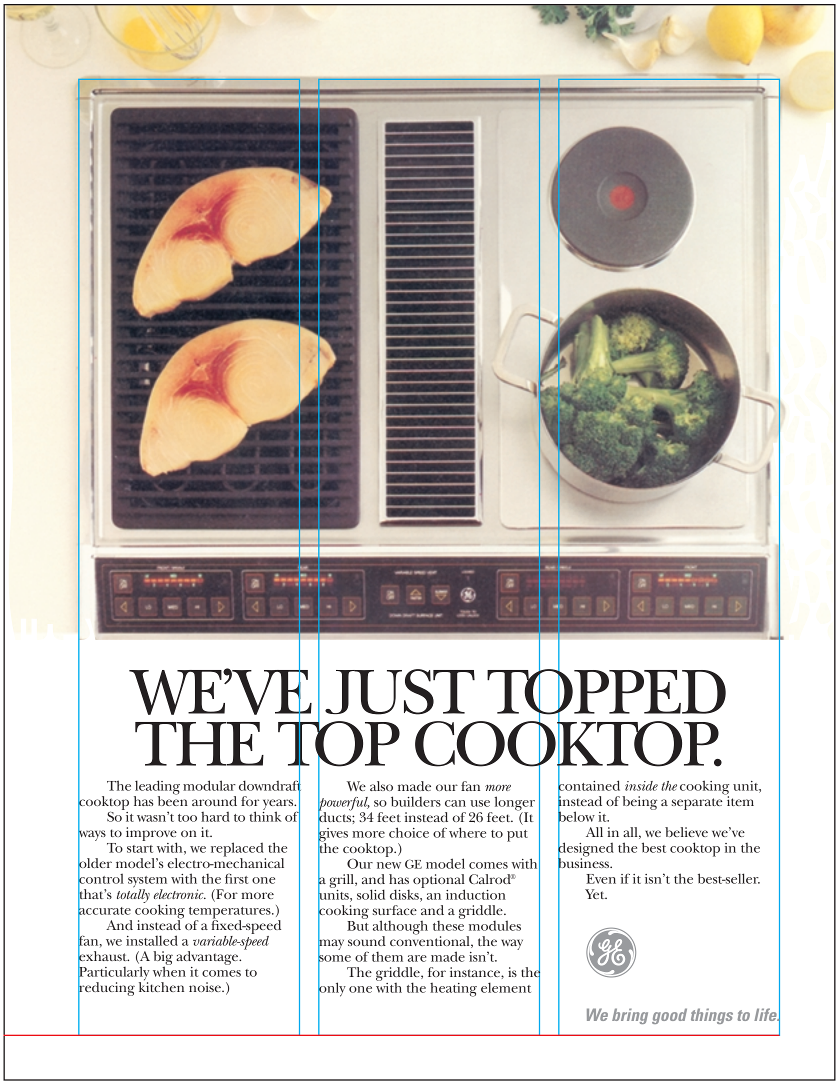
CAA

Model: TM-91

GE Power Delivery

Featuring:
- Programmable Calendar
- Time and Date Displays
- Disk Sensing Optics
- Test Mode
- Liquid Crystal Display

To make the best use of the GE Identity Program, think of a graphic signature as a fundamental and integral part of a layout. It is not an independent or self-contained element that can be slapdashed onto a layout.



WE'VE JUST TOPPED THE TOP COOKTOP.

The leading modular downdraft cooktop has been around for years.

So it wasn't too hard to think of ways to improve on it.

To start with, we replaced the older model's electro-mechanical control system with the first one that's *totally electronic.* (For more accurate cooking temperatures.)

And instead of a fixed-speed fan, we installed a *variable-speed* exhaust. (A big advantage. Particularly when it comes to reducing kitchen noise.)

We also made our fan *more powerful,* so builders can use longer ducts; 34 feet instead of 26 feet. (It gives more choice of where to put the cooktop.)

Our new GE model comes with a grill, and has optional Calrod® units, solid disks, an induction cooking surface and a griddle.

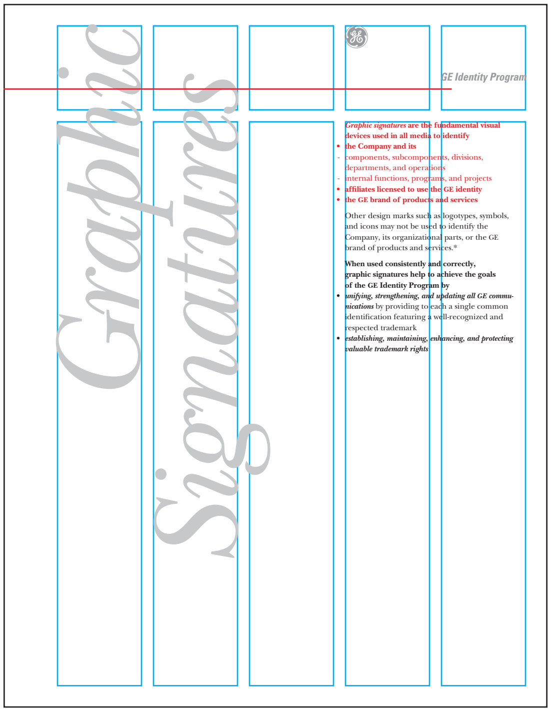
But although these modules may sound conventional, the way some of them are made isn't.

The griddle, for instance, is the only one with the heating element contained *inside the* cooking unit, instead of being a separate item below it.

All in all, we believe we've designed the best cooktop in the business.

Even if it isn't the best-seller. Yet.

We bring good things to life.



Graphic Signatures

GE Identity Program

***Graphic signatures* are the fundamental visual devices used in all media to identify**
- **the Company and its**
  - components, subcomponents, divisions, departments, and operations
  - internal functions, programs, and projects
- **affiliates licensed to use the GE identity**
- **the GE brand of products and services**

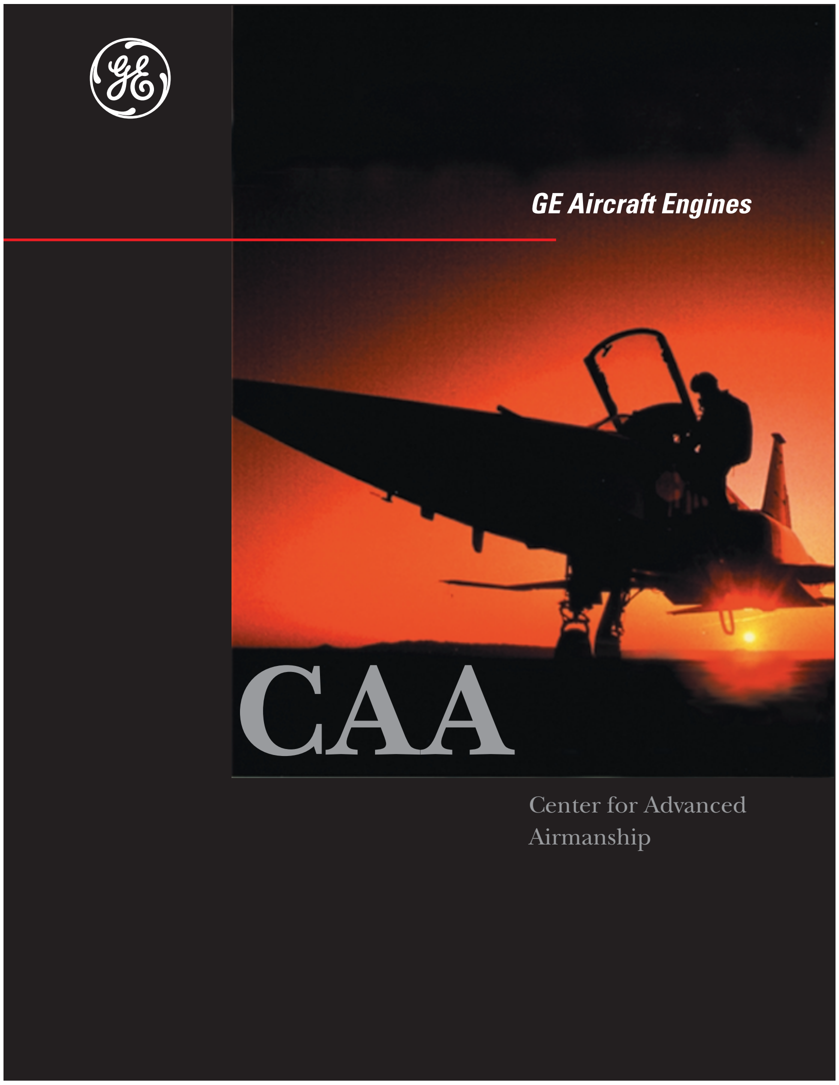
Other design marks such as logotypes, symbols, and icons may not be used to identify the Company, its organizational parts, or the GE brand of products and services.*

When used consistently and correctly, graphic signatures help to achieve the goals of the GE Identity Program by
- ***unifying, strengthening, and updating all GE communications*** by providing to each a single common identification featuring a well-recognized and respected trademark
- ***establishing, maintaining, enhancing, and protecting valuable trademark rights***

When using graphic signatures, follow these general guidelines:

- **Use an underlying grid to**
  - structure the placement of *all* layout elements
  - vertically align signature elements with other layout elements
  - horizontally stretch the signature across the format

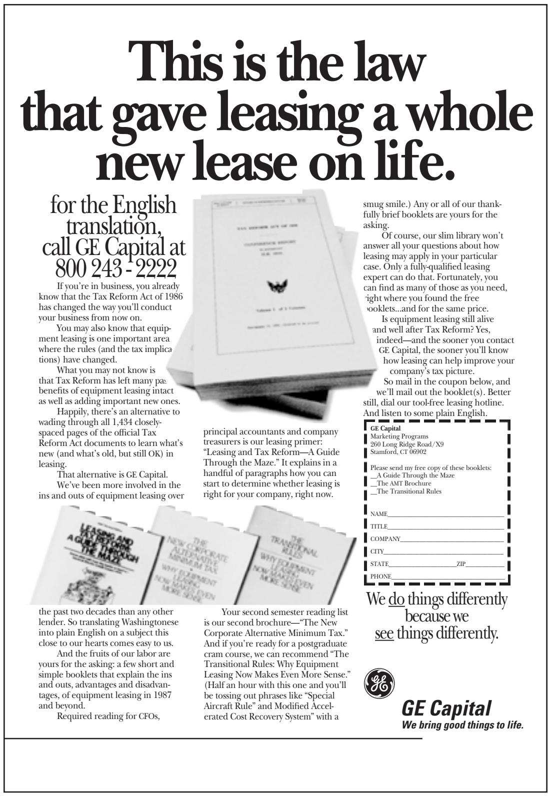
continued



GE Aircraft Engines

CAA

Center for Advanced
Airmanship



This is the law that gave leasing a whole new lease on life.

for the English translation, call GE Capital at 800 243 - 2222

If you're in business, you already know that the Tax Reform Act of 1986 has changed the way you'll conduct your business from now on.

You may also know that equipment leasing is one important area where the rules (and the tax implications) have changed.

What you may not know is that Tax Reform has left many pas benefits of equipment leasing intact as well as adding important new ones.

Happily, there's an alternative to wading through all 1,434 closely-spaced pages of the official Tax Reform Act documents to learn what's new (and what's old, but still OK) in leasing.

That alternative is GE Capital.

We've been more involved in the ins and outs of equipment leasing over the past two decades than any other lender. So translating Washingtonese into plain English on a subject this close to our hearts comes easy to us.

And the fruits of our labor are yours for the asking: a few short and simple booklets that explain the ins and outs, advantages and disadvantages, of equipment leasing in 1987 and beyond.

Required reading for CFOs, principal accountants and company treasurers is our leasing primer: "Leasing and Tax Reform—A Guide Through the Maze." It explains in a handful of paragraphs how you can start to determine whether leasing is right for your company, right now.

Your second semester reading list is our second brochure—"The New Corporate Alternative Minimum Tax." And if you're ready for a postgraduate cram course, we can recommend "The Transitional Rules: Why Equipment Leasing Now Makes Even More Sense." (Half an hour with this one and you'll be tossing out phrases like "Special Aircraft Rule" and Modified Accelerated Cost Recovery System" with a smug smile.) Any or all of our thankfully brief booklets are yours for the asking.

Of course, our slim library won't answer all your questions about how leasing may apply in your particular case. Only a fully-qualified leasing expert can do that. Fortunately, you can find as many of those as you need, right where you found the free booklets...and for the same price.

Is equipment leasing still alive and well after Tax Reform? Yes, indeed—and the sooner you contact GE Capital, the sooner you'll know how leasing can help improve your company's tax picture.

So mail in the coupon below, and we'll mail out the booklet(s). Better still, dial our tool-free leasing hotline. And listen to some plain English.

GE Capital
Marketing Programs
260 Long Ridge Road/X9
Stamford, CT 06902

Please send my free copy of these booklets:
__A Guide Through the Maze
__The AMT Brochure
__The Transitional Rules

NAME____________________
TITLE____________________
COMPANY____________________
CITY____________________
STATE____________ZIP________
PHONE____________________

We do things differently because we see things differently.

GE Capital
We bring good things to life.

- **Create an asymmetrical balance in the layout:**
  - Avoid symmetrical layouts.
  - Place the signature so that neither it, in its entirety, nor the signature Monogram is centered in the layout.

For example, on a brochure cover, stretch the signature across the top of a five-column grid.

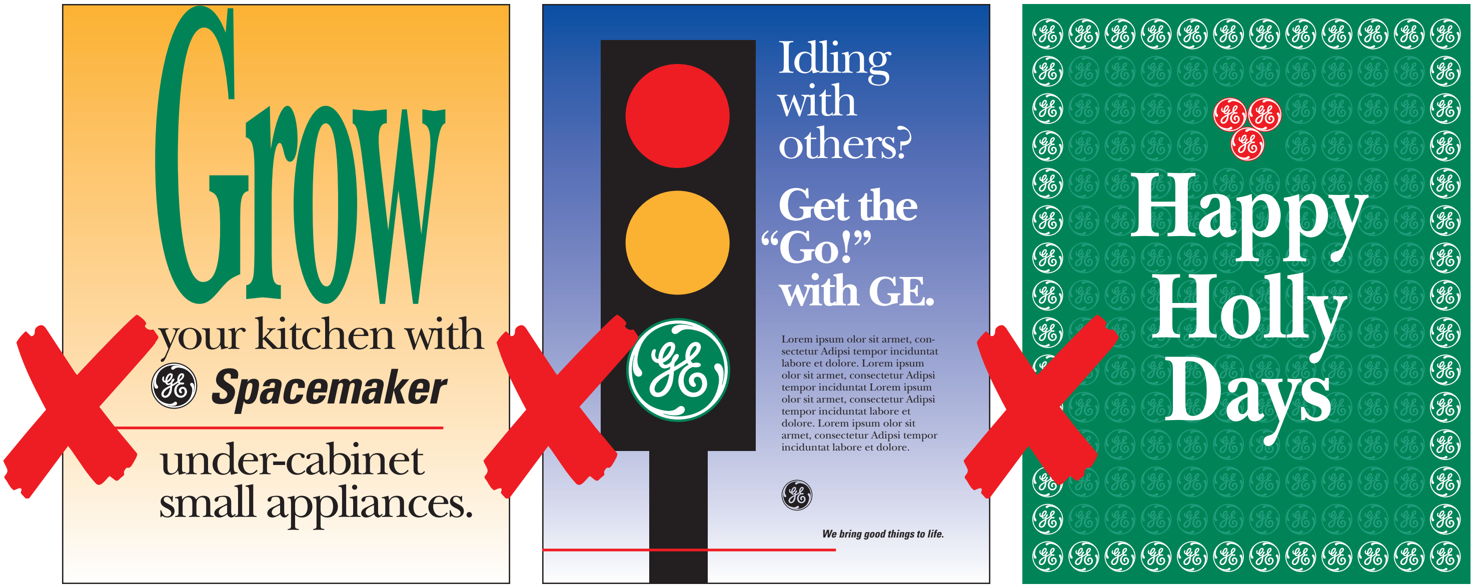
- Align the signature Monogram at the left margin.
- Align the signature typography flush left in a grid column to the right of the Monogram.
- Bleed the Laser Line left off the format.

In an advertisement, stretch the signature across the bottom of a three-column grid.

- Align the entire signature in the right column.
- Extend the Laser Line left to align at the left margin (or bleed left off the format, if possible).

continued

- **Use graphic signatures in all media.** With few exceptions, graphic signatures are required in all applications—from advertising, brochures, product literature, point-of-sale displays, direct mail, and novelties to stationery, facility signs, and vehicles. For guidelines on using graphic signatures in specific media, see document **200**, *Applications Standards.*
- **In all media, construct graphic signatures** according to the drawings and guidelines presented in this document on page 05 and in greater detail in document **131**, *Graphic Signatures,* pages 11 to 18.
- **Keep graphic signatures separate and distinct from other elements used in the same format.** The minimum clear space separating and surrounding the signature elements (shown in this document on page 05 and in greater detail in document **131**, *Graphic Signatures,* pages 11, 13, 15, and 17) always may be larger but never smaller.
- **Reproduce graphic signatures in correct colors** as explained in this document on page 20 and in greater detail in document **132**, *Color.*


Grow
your kitchen with
Spacemaker
under-cabinet
small appliances.
Idling
with
others?
Get the
"Go!"
with GE.
Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat labore et dolore. Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat labore et dolore. Lorem ipsum olor sit armet, consectetur Adipsi tempor inciduntat labore et dolore.
We bring good things to life.
Happy
Holly
Days

- **Do not use graphic signatures in headlines or text.** When the names, words, or phrases used in a graphic signature are required in a headline or text, typeset them in the same style and size as the surrounding copy.
- **Do not use signatures (or the Monogram alone) in illustrations or photographs** unless the use merely
  - *records an actual program application* (such as a photograph of a Company product, brochure, sign, or vehicle)
  - *demonstrates a proposed program application* (such as an illustration of a new Company product or sign)
- **Do not use the Monogram (or a graphic signature) to make a border, background pattern, or object or for any decorative purpose.**

The following reproduction materials are available from the GE Identity Website or Hotline to all GE components, licensed affiliates, and their suppliers:

- **GE Logo Font** (item 551), custom fonts for Windows and Macintosh computers, including all versions of the
  - signature Monogram
  - Dynamic Monogram
  - linear Dynamic Monogram

  (For information on using this computer font, see document **382**, *GE Logo Font.*)

- **signature Monogram grid drawings** (item 540), laser-printed drawings used in large-scale manual enlargement, including
  - positive
  - reverse

- **color samples** (item 560), offset-printed sheets used to establish visual standards for match color reproduction, including one uncoated and one coated sheet of
  - Platinum Grey
  - Laser Red
  - GE Grey & Metallic Color Palette
  - GE Dark Color Palette
  - GE Bright Color Palette

Components outside the U.S.A.

In addition to the standards that apply to all users of the GE Identity Program, these special guidelines apply to components outside the United States.

These guidelines are excerpted from the following documents**:**

- **121**, *Primary Trademarks & Service Marks*
- **210**, *Product Identification*
- **220**, *Packaging*
- **230**, *Shipping Cases & Cartons*
- **241**, *Advertising*
- **243**, *Promotional Brochures*
- **244**, *Product Literature*
- **247**, *Exhibits*

Contents

Corporate Marks & Trade Names outside the U.S.A. **121**.06

Corporate Marks & Trade Names in the United Kingdom **121**.07

Product Identification outside the U.S.A. **210**.90

Packaging outside the U.S.A. **220**.90

Shipping Cases & Cartons outside the U.S.A. **230**.90

Advertising outside the U.S.A. **241**.90

Print Applications in the United Kingdom **243**.90

Corporate Marks in Tradeshows in the United Kingdom **247**.06.90

GE products, both those manufactured in the U.S.A. and those manufactured outside the U.S.A. by licensed affiliates, are sold in markets throughout the world under primary and secondary marks registered worldwide in the name of General Electric Company.

The Company trademarks may be used in all countries outside the U.S.A., subject to local restrictions, by

- GE components
- GE affiliates licensed to use the marks (Use by affiliates is generally the same as use by GE components, except as detailed on page 05.)

Note: The Company has certain contractual arrangements regarding trademark and trade name use with The General Electric Company p.l.c. of England, as detailed on pages 07 and 08.

Only in exceptional situations should the corporate marks be translated into other languages. Similarly, in text the trade names "GE," "General Electric," and "General Electric Company" should remain in English whenever possible.

Since trademark laws vary from country to country, follow the special requirements for the use of marks outside the U.S.A., as listed at the right.

Standard Trademark Protection Notice

A number of countries *require* a notice of trademark registration, and an indication that the marks are owned by General Electric Company is required in all license agreements. It is therefore best to make it standard practice to use one of the following forms of notice in all countries, particularly in printed matter.

- ***Form 1***

  Follow a corporate mark with an asterisk referring to one of these statements in the official language of the country:

  ***Registered Trademark of General Electric Company, U.S.A.**

  ***Trademark Proprietor General Electric Company, U.S.A.**

  ***Trademark of General Electric Company, U.S.A.**

  Licensees may use this statement:

  ***GE trademarks licensed from General Electric Company, U.S.A.**

- ***Form 2***

  Use this statement without an asterisk:

  Registered Trademark of
  General Electric Company, U.S.A.

- ***Form 3***

  Use one of the "Registered Trademark" phrases:

  - *In English-speaking countries other than the United Kingdom and Ireland,* display the words "Reg. Trademark" in English below the Monogram (when used alone or in a graphic signature) or below the word "Electric" in the General Electric Signature.
  - *When material is printed in any of the following languages,* use the appropriate phrase below the Monogram (when used alone or in a graphic signature) or below the word "Electric" in the General Electric Signature:

Spanish	**Marca Registrada** *or* **M.R.**
Italian	**Marchio Registrato**
Dutch	**Wettig Gedepondeerd**
Norwegian	**Registret Varemerke**
Portuguese	**Marca Registrada**
French	**Marque Deposée**

  - *For translations not listed here,* consult your counsel.

- ***Form 4***

  When there is inadequate space to follow the mark with an asterisk and an official statement in Germany, Denmark, and Sweden, use the ® symbol just above and to the right of the Monogram (when used alone or in a graphic signature) or just above and to the right of the General Electric Signature.

These guidelines apply to all uses of the corporate trade names and trademarks in the United Kingdom.

Note: The Company has contractual agreements with The General Electric Company p.l.c. of England regarding use of the corporate marks and trade names. Accordingly, it is required to

- observe special rules in the United Kingdom, as detailed on this and the following page
- show a reference to General Electric Company, U.S.A., or the affiliate using the mark in all printed material in which the corporate marks appear, except in countries of the Western Hemisphere and certain other countries. Reference to the affiliate using the mark (for example, "Australian General Electric Limited") is permissible, but reference to the parent company is preferred. Use of one of the forms of the trademark protection notice on page 06 should satisfy this requirement in most cases. Consult Component Patent Counsel regarding special guidelines for the United Kingdom.

Apply these guidelines to meet these objectives:

- Take such steps, even beyond those strictly necessary in law, in the interests of business courtesy, as will minimize any possible confusion between the goods of General Electric Company and The General Electric Company p.l.c. (GEC).
- Take such practicable steps as are necessary or desirable to educate the British public regarding GE and its products, regardless of whether such steps are necessary to minimize confusion.
- Exercise particular care to ensure that the objectives and spirit of these guidelines are carried out in such matters as the size, placement, prominence of display, and other elements of trade name and trademark use. If doubt exists as to which practice should be used, it is better to adopt the more conservative practice, even if not absolutely necessary.

General Observations

General guidelines for trademark and trade name use on products and in packaging, shipping cases and cartons, advertising, brochures, product literature, promotional materials, tradeshow exhibits, and presentation materials appear in document **200,** *Application Standards.*

Some guidelines vary by product category.

Category A, producer products, consists of all products not included in categories B, C, and D:

- industrial apparatus sold directly to manufacturers and industrial users
- medical systems (CT scanners, X-ray apparatus)
- parts sold to OEMs where the mark is ordinarily *not visible* on the finished product
- nonelectrical products sold to industrial users: for example, plastics, silicones, diamonds

Category B, components sold to OEMs where the mark is ordinarily *visible* on the finished product, consists of such products as light bulbs.

Category C, commercial equipment, consists of large products bought infrequently for commercial purposes on which the marks are seen by the public: for example, commercial air conditioners.

Category D, consumer products, consists of all products sold in retail stores, such as household light bulbs and appliances. (Note: The corporate marks and the name "GE" may *not* be used on consumer products in any form, nor in their advertising and packaging.)

Affiliates

A new affiliate incorporated in the United Kingdom may not use "General Electric" in its name. It may use "GE" in its name if appropriate approvals are obtained before the name is used.

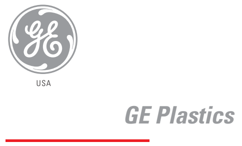
An existing affiliate incorporated in another country with "GE" or "General Electric" in its name (for example, General Electric Plastics, B.V.) may not trade in the United Kingdom under its own name unless

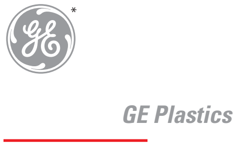
- its connection with GE is made clear
- any connection with GEC is disclaimed

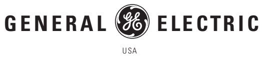
To accomplish these goals, affiliates should follow the rules for the Company presented here. Legal review of any major commercial program is required.

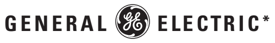
continued

Examples of Correct Trademark Use









***Trademark of General Electric Company, U.S.A.**

or

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

or

*** Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

Note: The asterisked references must appear clearly legible on the same page as the trademark.

Correct Trade Name Use

"General Electric Company, U.S.A." may be used in the United Kingdom provided that

- the initials "U.S.A." are on the same line and are the same size as the name
- the first appearance of the name is followed by an asterisk referring to this footnote:

***Not connected with the English Company of a similar name**

Subsequent references to the Company may include

General Electric Company, U.S.A.

General Electric Company of U.S.A.

General Electric (U.S.A.)

GE (U.S.A.)

In news releases pertaining to any products, follow these guidelines:

- "General Electric Company, U.S.A." (or "of U.S.A.") or the name of any United Kingdom affiliate may be used in a proper Company identification context.
- "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used only if the full name "General Electric Company, U.S.A." (or "of U.S.A.") has been used previously in the news release.
- The corporate marks used on or in news releases must be followed with an asterisk referring to this footnote:

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- In all news releases, the first reference to General Electric Company, U.S.A., should carry an asterisk referring to this footnote:

***General Electric Company of U.S.A. is not connected with the English Company of a similar name. To avoid confusion, we would be grateful if you would refer to the company in the same form as we have done.**

Corporate Trademarks on Products outside the U.S.A.

Although the guidelines that apply to the identification of domestic products also apply to products for sale outside the U.S.A., there are some distinctions:

- Whenever possible, use a graphic signature or the Monogram alone on the most visible side or surface of the product to be exported by U.S. components and overseas affiliates licensed to use the corporate trademarks. An asterisk and trademark protection statement are not needed.
- The Monogram alone may be used to supplement a graphic signature or as the primary identification if used with the affiliate mark (joint marks). An asterisk and trademark protection statement are not needed.
- Indicate the country of origin (the country where the product was manufactured) on all exported products. If there is a specific reason to omit the country of origin, consult your legal counsel, because an indication of origin is a legal requirement in many countries.

In exceptional situations, GE components may use “General Electric Company” or “General Electric” instead of a trademark to identify their products, provided the initials “U.S.A.” are shown adjacent to the name. Affiliates are not authorized to use the Company name instead of a trademark.

Rating, Instruction, and Information Plates outside the U.S.A.

Even though rating, instruction, and information plates are attached to products identified with corporate trademarks, a graphic signature (or the General Electric Signature) or the joint marks must be placed at the top of the plate followed by an asterisk and one of the Form 1 standard trademark protection notation statements, as shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

If the function, design, or size of a product precludes the use of a rating plate, place the asterisk and trademark protection notice on the product packaging. This is the only instance where the statement is not required directly on the product.

Corporate Trademarks on Products in the United Kingdom

Producer Products

A graphic signature and the Monogram alone may appear as applied in the United States. Avoid use of the “GE” block letter mark.

Products with Visible Trademarks

A graphic signature and the Monogram alone may be used, but in both cases “USA” (without periods) must appear under the Monogram.

However, in cases where the products are too small or where it is practically impossible to add anything to the marks on the product (for example, light bulbs), the Monogram may be used as in the U.S.A., *but in addition the packaging and the shipping cases and cartons must* contain disclaimers of connection with the General Electric Company p.l.c. See documents

- **220**, *Packaging,* page 90
- **230**, *Shipping Cases & Cartons,* page 90

Commercial Equipment

A graphic signature and the Monogram alone may be used, but in both cases “USA” (without periods) must appear under the Monogram.

Packaging outside the U.S.A.

Packages containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the available space makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

Corporate Trademarks & Trade Names in Packaging in the United Kingdom

Producer Product Packaging

Both the corporate trademark and trade name must carry an indication that the mark or name is that of the U.S. Company. Thus, unless the U.S. origin of the product is clearly apparent from other words such as “New York” or “America,” follow both of these rules:

- The marks must either
  - have “USA” (without periods) clearly legible under the Monogram
  - be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A.**

- The name “GE,” “General Electric,” or “General Electric Company” must *always* be qualified by the addition of “of U.S.A.” or “of America.”

Packaging for Products with Visible Trademarks

Follow the guidelines for “Producer Product Packaging,” at the left.

In cases where the products are too small or where it is practically impossible to add anything to the Monogram on the product (for example, on light bulbs), the mark may be used on the product as in the U.S.A., but in addition the packaging *must* contain disclaimers of connection with the General Electric Company p.l.c. Thus, follow both of these rules:

- The marks must be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- The name “GE,” “General Electric,” or “General Electric Company” must *always* be qualified by the addition of “U.S.A.”

Packaging for Commercial Equipment

Follow the guidelines for disclaiming connection with GEC described under “Packaging for Products with Visible Trademarks,” above.

Shipping Cases & Cartons outside the U.S.A.

Shipping cases and cartons containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the space available makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document **121**, *Primary Trademarks & Service marks,* page 06.

Corporate Trademarks & Trade Names in Shipping Cases & Cartons in the United Kingdom

Producer Product Shipping Cases & Cartons
Both the corporate trademark and trade name must carry an indication that the mark or name is that of the U.S. Company. Thus, unless the U.S. origin of the product is clearly apparent from other words such as "New York" or "America," follow both of these rules:

- The marks must either
  - have "USA" (without periods) clearly legible under the Monogram
  - be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A.**

- The name "GE," "General Electric," or "General Electric Company" must *always* be qualified by the addition of "of U.S.A." or "of America."

Shipping Cases & Cartons for Products with Visible Trademarks
Follow the guidelines for "Producer Product Shipping Cases & Cartons," at the left.

In cases where the products are too small or where it is practically impossible to add anything to the Monogram on the product (for example, on light bulbs), the mark may be used on the product as in the U.S.A., but in addition the packaging *must* contain disclaimers of connection with the General Electric Company p.l.c. Thus, follow both of these rules:

- The marks must be followed by an asterisk referring to the legend

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- The name "GE," "General Electric," or "General Electric Company" must *always* be qualified by the addition of "U.S.A."

Shipping Cases & Cartons for Commercial Equipment
Follow the guidelines for disclaiming connection with GEC described under "Shipping Cases & Cartons for Products with Visible Trademarks," above.

Although the print advertising standards (pages 02 to 05) apply throughout the world, there are additional rules to follow outside the U.S.A.:

- An affiliate licensed to use a corporate trademark by itself should use it for the sign-off in an advertisement.
- A joint venture licensed to use the Monogram together with its corporate identification (joint marks) should use these marks for the sign-off.
- The corporate trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document **121**, *Primary Trademarks & Service Marks,* page 06.

When the Company name or affiliate name is already featured, use Form 1, also shown in document **121** on page 06.

Corporate Trademarks in Advertising in the United Kingdom

Advertising Produced by GE or Its Affiliates and Distributed in the United Kingdom

- The Monogram may be used, preferably in a graphic signature, with the letters “USA” (without periods) under it. Whenever the Monogram is used, either the full name, “General Electric Company, U.S.A.,” or preferably the trademark legend, “Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name,” should appear clearly legible.
- The General Electric Signature may be used, but only either
  - with the letters “USA” (without periods) under the Monogram
  - with an asterisk adjacent to the trademark referring to the legend

  ***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**
- The GE block letter mark may be used only in text, not in a headline.
- The name of any United Kingdom affiliate may be used.
- The name “General Electric Company of U.S.A.” or “General Electric Company, U.S.A.” may be used provided that both
  - the initials “U.S.A.” are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the legend

  *** Not connected with the English Company of a similar name**
- The identification “General Electric (U.S.A.)” or “GE (U.S.A.)” may be used provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - the identification is not used alone or as a trademark
  - the identification appears in text and is shown in the same typeface and size as the surrounding text
- The identification “General Electric Company,” “General Electric,” or “GE” alone should not be used except as set forth in the preceding paragraphs.

Advertising by Distributors, Dealers, and Others

To the extent that General Electric Company or any company affiliated with it can or does control or guide advertising and promotional practices of distributors, dealers, and others in the United Kingdom, such control or guidance should be governed by the foregoing provisions.

Advertising Not in Connection with Products (such as Recruitment Advertisements)

Whenever the Company name or trademarks are applied to advertisements or other matter unrelated to products, such applications should be given legal review.

Advertising appearing in international media that incidentally also find their way into England need not follow the preceding rules, but identification of GE as a U.S. company is highly advisable.

Advertisements intended for a publication produced in the United Kingdom that is for distribution both inside and outside the United Kingdom require legal review before release.

Print Material Related to the Sale of Products or Services & Produced in the United States

(including promotional brochures, product literature, specification and fact or data sheets, Use & Care Guides, warranties, installation instructions, and other materials included in product packages)

- Print material accompanying producer products need not be altered provided that the U.S. origin of a product is evident from the product itself or from other related material transmitted with the product. It is highly recommended that, where it is likely that the product will be distributed in the United Kingdom or where the distribution of the product is sufficiently wide so it may find its way to less sophisticated purchasers, the following legend be stamped on the material:

  General Electric Company, U.S.A., is not connected with the English Company of a similar name.

- Each mailing of print material originating in the United States, but distributed *separately* from the product to the trade in the United Kingdom in large quantities (in excess of 150 units), should be stamped with the following legend:

  This information is prepared and printed in the United States by General Electric Company, U.S.A., which is not connected with the English Company of a similar name.

  If a letter to the prospective purchaser accompanies the printed material, the preceding statement may be included in the letter.

- Print material for goods in categories B* and C** as defined in document **121**, *Primary Trademarks & Service Marks,* pages 07 and 08, should
  - bear the legend set forth in the preceding paragraph
  - display the Monogram, with the letters "USA" (without periods) under it, at least once on each page

  At least one reference on each page to "General Electric Company," "General Electric," or "GE" should be followed by "U.S.A." or wording that clearly indicates that the U.S. Company is meant.

*Category B, components sold to OEMs where the trademark is ordinarily visible to the user of the finished products, is particularly applicable to lighting.

**Category C, commercial equipment, consists of larger products bought at infrequent intervals for commercial purposes on which the marks are ordinarily seen by the public: for example, commercial air conditioners.

- On warranties, Use & Care Guides, installation instructions, and other material included in product packages, use the following statement without an asterisk:

  Registered Trademark of
  General Electric Company, U.S.A.

  If other package inserts display trademark protection notices, then the statement is not required on the warranty. However, the statement should be used if the warranty is likely to be used for product service information.

Print Material Related to the Sale of Products or Services Produced & Distributed Separately from the Products to the Trade in the United Kingdom

- The Monogram trademark may be used, preferably with the letters "USA" (without periods) under it. Whenever the Monogram trademark is used, either the full name, "General Electric Company, U.S.A.," or preferably, the trademark legend, "Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name," should appear clearly legible.
- The name "General Electric Company of U.S.A." or "General Electric Company, U.S.A." may be used provided that
  - the initials "U.S.A." are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the following legend:

  ***Not connected with the English Company of a similar name**

- The identification "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - it is not used alone or as a trademark
  - it appears in text and is shown in the same typeface and size as the surrounding text
- The identification "General Electric Company," "General Electric," or "GE" alone should not be used except as set forth in the preceding paragraphs.
- The name of any GE affiliate in the United Kingdom may be used.

When preparing exhibits for tradeshows in the United Kingdom, in addition to the guidelines throughout this document, follow these special guidelines:

- Products with the corporate trademarks may be displayed in tradeshows in the United Kingdom.
- "General Electric Company, U.S.A." (or "of U.S.A.") may be identified as the source of products manufactured in the U.S.A.
- The Monogram may be used apart from the products, consistent with the rules applying to advertising and product literature. See documents
  - **241**, *Advertising,* page 90
  - **244**, *Product Literature,* page 90
- It should always be apparent that the tradeshow exhibit is an exhibit of the U.S. Company, which is not connected with the English Company of a similar name.

United Kingdom Materials

In addition to the standards that apply to all GE Identity Program materials, these special guidelines apply to materials in the United Kingdom.

These guidelines are excerpted from the following documents**:**

- **121**, *Primary Trademarks & Service Marks*
- **243**, *Promotional Brochures*
- **244**, *Product Literature*
- **247**, *Exhibits*

Contents

Corporate Marks & Trade Names in the United Kingdom ***121****.07*

Print Applications in the United Kingdom ***243****.90*

Corporate Marks in Tradeshows in the United Kingdom ***247****.06.90*

These guidelines apply to all uses of the corporate trade names and trademarks in the United Kingdom.

Note: The Company has contractual agreements with The General Electric Company p.l.c. of England regarding use of the corporate marks and trade names. Accordingly, it is required to

- observe special rules in the United Kingdom, as detailed on this and the following page
- show a reference to General Electric Company, U.S.A., or the affiliate using the mark in all printed material in which the corporate marks appear, except in countries of the Western Hemisphere and certain other countries. Reference to the affiliate using the mark (for example, "Australian General Electric Limited") is permissible, but reference to the parent company is preferred. Use of one of the forms of the trademark protection notice on page 06 should satisfy this requirement in most cases. Consult Component Patent Counsel regarding special guidelines for the United Kingdom.

Apply these guidelines to meet these objectives:

- Take such steps, even beyond those strictly necessary in law, in the interests of business courtesy, as will minimize any possible confusion between the goods of General Electric Company and The General Electric Company p.l.c. (GEC).

- Take such practicable steps as are necessary or desirable to educate the British public regarding GE and its products, regardless of whether such steps are necessary to minimize confusion.

- Exercise particular care to ensure that the objectives and spirit of these guidelines are carried out in such matters as the size, placement, prominence of display, and other elements of trade name and trademark use. If doubt exists as to which practice should be used, it is better to adopt the more conservative practice, even if not absolutely necessary.

General Observations

General guidelines for trademark and trade name use on products and in packaging, shipping cases and cartons, advertising, brochures, product literature, promotional materials, tradeshow exhibits, and presentation materials appear in document **200,** *Application Standards.*

Some guidelines vary by product category.

Category A, producer products, consists of all products not included in categories B, C, and D:

- industrial apparatus sold directly to manufacturers and industrial users
- medical systems (CT scanners, X-ray apparatus)
- parts sold to OEMs where the mark is ordinarily *not visible* on the finished product
- nonelectrical products sold to industrial users: for example, plastics, silicones, diamonds

Category B, components sold to OEMs where the mark is ordinarily *visible* on the finished product, consists of such products as light bulbs.

Category C, commercial equipment, consists of large products bought infrequently for commercial purposes on which the marks are seen by the public: for example, commercial air conditioners.

Category D, consumer products, consists of all products sold in retail stores, such as household light bulbs and appliances. (Note: The corporate marks and the name "GE" may *not* be used on consumer products in any form, nor in their advertising and packaging.)

Affiliates

A new affiliate incorporated in the United Kingdom may not use "General Electric" in its name. It may use "GE" in its name if appropriate approvals are obtained before the name is used.

An existing affiliate incorporated in another country with "GE" or "General Electric" in its name (for example, General Electric Plastics, B.V.) may not trade in the United Kingdom under its own name unless

- its connection with GE is made clear
- any connection with GEC is disclaimed

To accomplish these goals, affiliates should follow the rules for the Company presented here. Legal review of any major commercial program is required.

continued

Examples of Correct Trademark Use

USA

GE Plastics

*

GE Plastics

GENERAL ELECTRIC
USA

GENERAL ELECTRIC*

***Trademark of General Electric Company, U.S.A.**

or

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

or

*** Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

Note: The asterisked references must appear clearly legible on the same page as the trademark.

Correct Trade Name Use

"General Electric Company, U.S.A." may be used in the United Kingdom provided that

- the initials "U.S.A." are on the same line and are the same size as the name
- the first appearance of the name is followed by an asterisk referring to this footnote:

***Not connected with the English Company of a similar name**

Subsequent references to the Company may include

General Electric Company, U.S.A.

General Electric Company of U.S.A.

General Electric (U.S.A.)

GE (U.S.A.)

In news releases pertaining to any products, follow these guidelines:

- "General Electric Company, U.S.A." (or "of U.S.A.") or the name of any United Kingdom affiliate may be used in a proper Company identification context.
- "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used only if the full name "General Electric Company, U.S.A." (or "of U.S.A.") has been used previously in the news release.
- The corporate marks used on or in news releases must be followed with an asterisk referring to this footnote:

***Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name**

- In all news releases, the first reference to General Electric Company, U.S.A., should carry an asterisk referring to this footnote:

***General Electric Company of U.S.A. is not connected with the English Company of a similar name. To avoid confusion, we would be grateful if you would refer to the company in the same form as we have done.**

Print Material Related to the Sale of Products or Services & Produced in the United States

(including promotional brochures, product literature, specification and fact or data sheets, Use & Care Guides, warranties, installation instructions, and other materials included in product packages)

- Print material accompanying producer products need not be altered provided that the U.S. origin of a product is evident from the product itself or from other related material transmitted with the product. It is highly recommended that, where it is likely that the product will be distributed in the United Kingdom or where the distribution of the product is sufficiently wide so it may find its way to less sophisticated purchasers, the following legend be stamped on the material:

  General Electric Company, U.S.A., is not connected with the English Company of a similar name.

- Each mailing of print material originating in the United States, but distributed *separately* from the product to the trade in the United Kingdom in large quantities (in excess of 150 units), should be stamped with the following legend:

  This information is prepared and printed in the United States by General Electric Company, U.S.A., which is not connected with the English Company of a similar name.

  If a letter to the prospective purchaser accompanies the printed material, the preceding statement may be included in the letter.

- Print material for goods in categories B* and C** as defined in document **121**, *Primary Trademarks & Service Marks,* pages 07 and 08, should
  - bear the legend set forth in the preceding paragraph
  - display the Monogram, with the letters "USA" (without periods) under it, at least once on each page

  At least one reference on each page to "General Electric Company," "General Electric," or "GE" should be followed by "U.S.A." or wording that clearly indicates that the U.S. Company is meant.

*Category B, components sold to OEMs where the trademark is ordinarily visible to the user of the finished products, is particularly applicable to lighting.

**Category C, commercial equipment, consists of larger products bought at infrequent intervals for commercial purposes on which the marks are ordinarily seen by the public: for example, commercial air conditioners.

- On warranties, Use & Care Guides, installation instructions, and other material included in product packages, use the following statement without an asterisk:

  Registered Trademark of
  General Electric Company, U.S.A.

  If other package inserts display trademark protection notices, then the statement is not required on the warranty. However, the statement should be used if the warranty is likely to be used for product service information.

Print Material Related to the Sale of Products or Services Produced & Distributed Separately from the Products to the Trade in the United Kingdom

- The Monogram trademark may be used, preferably with the letters "USA" (without periods) under it. Whenever the Monogram trademark is used, either the full name, "General Electric Company, U.S.A.," or preferably, the trademark legend, "Trademark of General Electric Company, U.S.A., which is not connected with the English Company of a similar name," should appear clearly legible.
- The name "General Electric Company of U.S.A." or "General Electric Company, U.S.A." may be used provided that
  - the initials "U.S.A." are on the same line and are the same size as the name
  - the first appearance of the name is followed by an asterisk referring to the following legend:

  ***Not connected with the English Company of a similar name**

- The identification "General Electric (U.S.A.)" or "GE (U.S.A.)" may be used provided that
  - the Company has previously been identified in accordance with the preceding paragraphs
  - it is not used alone or as a trademark
  - it appears in text and is shown in the same typeface and size as the surrounding text
- The identification "General Electric Company," "General Electric," or "GE" alone should not be used except as set forth in the preceding paragraphs.
- The name of any GE affiliate in the United Kingdom may be used.

When preparing exhibits for tradeshows in the United Kingdom, in addition to the guidelines throughout this document, follow these special guidelines:

- Products with the corporate trademarks may be displayed in tradeshows in the United Kingdom.
- "General Electric Company, U.S.A." (or "of U.S.A.") may be identified as the source of products manufactured in the U.S.A.
- The Monogram may be used apart from the products, consistent with the rules applying to advertising and product literature. See documents
  - **241**, *Advertising,* page 90
  - **244**, *Product Literature,* page 90
- It should always be apparent that the tradeshow exhibit is an exhibit of the U.S. Company, which is not connected with the English Company of a similar name.

Name & Trademark Practices

for Affiliates, Joint Ventures, & Joint Projects

These guidelines apply to the names and graphic identifiers used by GE affiliates, joint ventures, and joint projects. For the purpose of this document,

- *an affiliate* is an independent business entity that is directly or indirectly controlled by GE or one of its components or affiliates
- *a joint venture* is an independent business entity jointly owned by GE and one or more partners who cooperate in managing it
- *a joint project* is an *ad hoc* relationship between GE and another company to handle a project, bid a job, market a product, and so on

Licensees and joint projects using the GE trademarks are entrusted with a valuable property. They share with GE an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. We benefit from others' correct use, and they in turn benefit from ours. Working together to uphold a common set of standards, all users of the GE trademarks help to preserve and enhance their value.

For GE employees, this document provides an introduction to the correct use of the GE trademarks and outlines what is expected of licensees and related users.

For affiliate, joint venture, and joint project partners, separate documents excerpted from this guide explaining GE requirements are available. Detailed guidelines controlling the GE graphic system in all applications appear in the comprehensive set of documents, *GE Identity Program Standards & Guidelines*. These documents are available from the GE Identity Website or Hotline.

Introduction ***341**.02*

“Winning Combinations” ***341**.03*

GE Identity Overview ***341**.10*

GE Graphic System ***341**.11*

Summary of Graphic Identifiers Used by Licensees ***341**.15*

Affiliates ***341**.20*
Five-Level Naming Scheme ***341**.21*
Naming Decision Tree ***341**.23*
Industry Issues Research, 1986 ***341**.25*
Naming Process outside the U.S.A. ***344**.26*

Joint Ventures ***341**.30*
Graphic Identifiers ***341**.31*
Joint Marks ***341**.32*
Use of GE Trademarks in Marketing Applications ***341**.36*

Joint Projects ***341**.40*
Graphic Identifiers ***341**.41*
Application Guidelines ***341**.42*

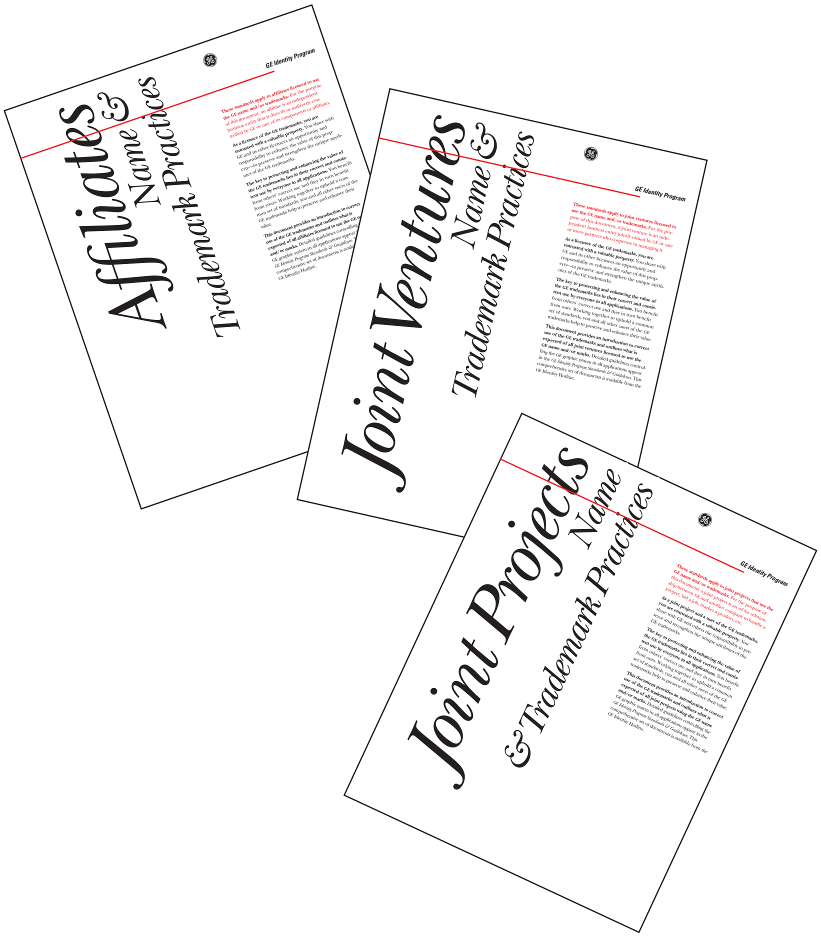
The purpose of this guide is to help you before you negotiate a licensing or other trademark agreement—and whenever possible, *before you negotiate the initial business alliance*—to determine the most appropriate and preferred

- ***name***
- ***graphic identifier***

for any contemplated

- ***affiliate***
- ***joint venture***
- ***joint project***

In addition, these guidelines provide a general indication of how the GE name and trademarks must be used in licensee applications such as stationery, signs, vehicles, product promotion, and advertising.



Affiliates Name & Trademark Practices

GE Identity Program

These standards apply to affiliates licensed to use the GE name and/or trademarks. For the purpose of this document, an affiliate is an independent business entity that is directly or indirectly controlled by GE or one of its components or affiliates.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

**This document provides an introduction to correct
use of the GE trademarks and outlines what is
expected of all affiliates licensed to use the GE n
and/or marks.** Detailed guidelines controlling
GE graphic system in all applications appear i
GE Identity Program Standards & Guidelines. T
comprehensive set of documents is availa
GE Identity Hotline.

Joint Ventures Name & Trademark Practices

GE Identity Program

These standards apply to joint ventures licensed to use the GE name and/or trademarks. For the purpose of this document, a joint venture is an independent business entity jointly owned by GE or one or more partners who cooperate in managing it.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use and they in turn benefit from ours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to correct use of the GE trademarks and outlines what is expected of all joint ventures licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the *GE Identity Program Standards & Guidelines.* This comprehensive set of documents is available from the GE Identity Hotline.

Joint Projects Name & Trademark Practices

GE Identity Program

These standards apply to joint projects that use the GE name and/or trademarks. For the purpose of this document, a joint project is an *ad hoc* relationship between GE and another company to handle a project, bid a job, market a product, etc.

As a joint project and a user of the GE trademarks, you are entrusted with a valuable property. You share with GE and others the responsibility to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use and they in turn benefit from ours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to correct use of the GE trademarks and outlines what is expected of all joint projects using the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the *GE Identity Program Standards & Guidelines.* This comprehensive set of documents is available from the GE Identity Hotline.

The growing number of business alliances with different marketing strategies requires a variety of graphic identifiers that relate the names and trademarks of business partners to those of GE. Each of these names and identifiers must

- *optimize the visibility of the GE name and/or trademarks in view of specific market conditions*
  For example, in many cases it is desirable for the GE name and trademarks to predominate, but under some circumstances, they are not used at all—optimum visibility is *in*visibility.

- *meet the requirements of sound trademark practice*
  Trademarks and service marks are protected in the United States *only* by continued and proper use, not official registration. (Registration of a mark in the U.S. Patent & Trademark Office merely establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) Therefore, it is imperative that we use the marks correctly ourselves and make sure that licensees and others authorized to use them also understand and practice proper use.

By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use by licensees, which in turn helps protect the marks and enhances their value.

You can help prospective partners understand GE's requirements by

- **discussing the preferred identification for a proposed alliance early in negotiations with the other company**
  To avoid misunderstanding, before negotiating the details of the alliance,
  - *determine the best name and identifier,* using this guide
  - *obtain legal and management approvals* as defined in document **123**, *Trade Names, Trademarks, & the GE Identity Program*

- **providing your prospective partners with the excerpts from this document prepared especially for them**
  Separate booklets, one for each type of business alliance, are available from the GE Identity Website or Hotline.

Winning Combinations

For new business alliances, the right name and identity can provide an important competitive edge.

Edited excerpts from an article originally published in *GE Design Matters 2,* spring 1989.

We live in an age of alliances. In an era of rapid change and uncertainty, relationships in which two parties agree to "share to gain" help meet the need for growth while minimizing risk.

This is especially true at GE, where a global growth strategy has led to a growing number of acquisitions, joint ventures, and joint projects.

These alliances offer several benefits. They enable penetration into a new market, permit expansion within a current market, add new technology to strengthen the Company's position in a current offering or to extend a product line, or offer some combination of these benefits.

One factor that can play a significant role in the achievement of these strategies is the alliance's use of the GE name and Monogram. By using these elements appropriately, the new venture can take maximum advantage of GE's image of quality and reliability and gain immediate recognition and high awareness in the marketplace, substantially sharpening the organization's competitive edge.

Because they are an integral part of a new organization's business and marketing strategy, decisions on GE name and trademark use should be made early in the organization's development.

GE has developed practical directions for naming components, affiliates, joint ventures, and joint projects. In all cases, the goal is to enable use of the GE identity in ways that contribute to the organization's marketing strategy, while preserving the value of the GE trademarks.

continued

***GE Fanuc** Automation*

GE Medical Systems

BG Automotive Motors

GE-Fuji Electric

GE Capital
Fleet Services

A good example of the benefits of alliances is GE Fanuc Automation. When GE decided to enter the programmed logic control (PLC) market, it faced fierce and entrenched competition. What the Company needed was a solid product that could be manufactured economically and efficiently and that had a strong presence in a marketplace outside the U.S.A.

***GE Fanuc** Automation*

Japan's Fanuc had the right product and was a vital player in the Asian marketplace, but it needed a presence in the United States and an American-trained sales force.

So the two companies formed a joint venture called GE Fanuc Automation. "It's a classic example of our 'share to gain' approach," says Bob Magielnicki, then of GE Fanuc in Charlottesville. "We shared our sales force and a piece of the U.S. market, and we gained technological know-how and the products we needed to extend our product line.

"We considered the name and identification very early in the negotiations," Magielnicki says. "The equity in both names is powerful. It was extremely important that we preserve both partners' identities, while establishing a new identity for the business partnership we were building."

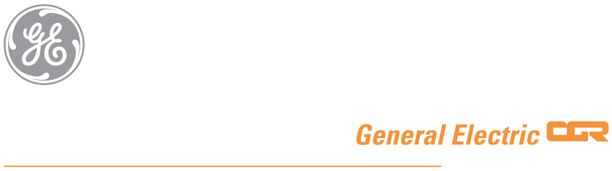
To do this, the companies developed a joint mark that combines the GE Monogram with the Fanuc logo in a graphic signature. The Fanuc logo (block letters inside a rectangle) is positioned alongside the Monogram inside a square with the name "GE Fanuc Automation" in the signature typography. The Laser Line is underneath, and Fanuc's corporate colors are maintained on promotional items.

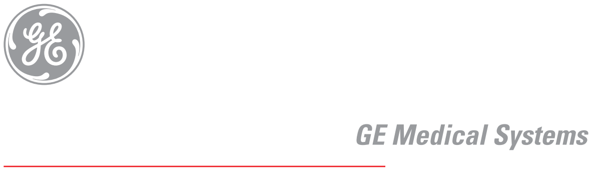
"One of the advantages of a joint venture is that each partner draws from the other's strong points —'share to gain,'" says Magielnicki. "Our logo is the physical embodiment of this union of the two companies."

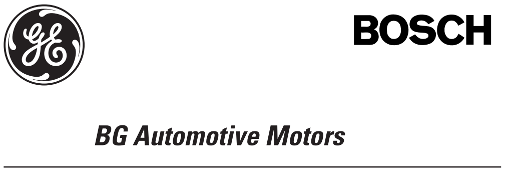
continued

Another area of corporate growth is medical systems, which received a solid shot in the arm when GE acquired CGR from Thompson of France.

During the period of integrating CGR, a transitional signature was adopted. "CGR is a key player in medical systems in Europe and is among the leading manufacturers of mammographic and X-ray equipment worldwide," says Bob Filip, Manager – Marketing and Sales Communications, GE Medical Systems. "Its reputation was so strong, we had to preserve its visual identity until our market became familiar with GE."







The transitional signature incorporated the typography and color of the CGR logo and used CGR Orange instead of Laser Red in the Laser Line.

It also used "General Electric CGR," not "GE CGR."

"The name 'GE' wasn't widely recognized in Europe," Filip explains, "and 'General Electric' was better known. So you play to your strengths. The combination of 'General Electric' and the existing CGR logo was a good starting point for our new operations."

After a few years, the signature was changed to conform to the GE Identity Program standards. Today the company is known as GE Medical Systems, that name is used in the graphic signature, and the Laser Line is Laser Red.

Another of GE's joint ventures is with Germany's Robert Bosch GmbH, a leader in automotive technology.

Although GE is a respected and successful company worldwide, it was not as well known as a motor supplier in the automotive industry as was Bosch.

Gary Martin of GE Motors in Fort Wayne, Indiana, who heads the new venture, explains, "We wanted to call ourselves GE-Bosch, but some felt that name would dilute the Bosch trademark by implying that the two companies had merged." The resulting compromise uses "B" for Bosch and "G" for General Electric, and the joint venture is called BG Automotive Motors.

"The important thing," Martin says, "is the signature. The name is in the middle, with the Monogram on the left and the Bosch logo on the right. As long as the Monogram is used prominently," Martin notes, "we won't lose recognition. Our signature gives us that instantly. Consequently, the signature helps us penetrate a market in which we're not perceived as the leader; it gives us entree into important European markets; and it preserves our partner's identity, which they value fully as much as we do ours."

continued

Similar benefits accrued when GE and Fuji joined forces to market low-voltage circuit breakers in the Middle East and Southeast Asia.

"GE has good presence in the Middle East, and Fuji is strong in Southeast Asia," says John Riddle of GE-Fuji. "Neither is dominant in its marketplace, so the alliance made a lot of sense for both parties." "Furthermore, this venture allows us to source where necessary to ride with the ups and downs of various currencies."

To designate the alliance, the venture uses a joint mark combining the Monogram in a square and the Fuji Electric logo in a rectangle in a graphic signature. The signature typography contains the name "GE-Fuji Electric." This approach capitalizes on the recognition of both companies in their respective markets.

The value of the GE brand is also important to affiliates. "GE Capital Fleet Services" is the communicative name for a wholly owned affiliate of GE Capital.

The company is composed of three fleet-leasing firms—Kerr Fleet Leasing, D&K Financial Corporation, and Gelco Corporation—acquired by GE over the past few years.

Fleet Services President Jim Rogers notes, "Our communicative name is a powerful asset. It gives us instant recognition and shows we have the financial strength of GE behind us."

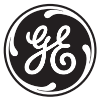
For GE Capital Fleet Services, as for GE's other new alliances, the use of the GE identity strengthens its marketing position and improves its competitive edge.

That puts the value of the brand where it ought to be —on the bottom line.

FUJI ELECTRIC

GE-Fuji Electric

GE Capital
Fleet Services



The primary GE trademarks are the letters "GE" in the form of
- *the Monogram*
- *block letters*

as shown at the left.

GE

General Electric Company uses these forms as
- *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
- *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, "For over 100 years, GE has served the electric power industry."

Note: Correct trademark practice requires that licensees and joint projects use the GE graphic system as specified in

- **the appropriate excerpt of this internal document:**
  - **342**, *Affiliates Name & Trademark Practices*
  - **343**, *Joint Ventures Name & Trademark Practices*
  - **344**, *Joint Projects Name & Trademark Practices*
- ***GE Identity Program Standards & Guidelines***

These documents are available from the GE Identity Website or Hotline.

In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company's integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 11) helps to communicate GE's attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

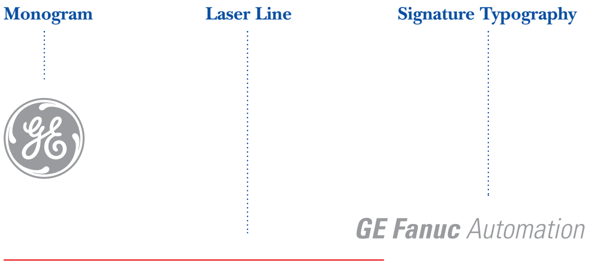
- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

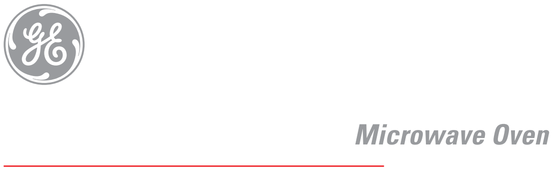
Dynamism and innovation are conveyed by

- using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - *the Laser Line*, suggesting high technology
  - *the italic typeface Univers*, suggesting forward movement
  - *an asymmetrical layout*, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.





Spacemaker™

Univers 68
Univers 48

ITC New Baskerville
ITC New Baskerville Italic
ITC New Baskerville Bold
ITC New Baskerville Bold Italic

Platinum Grey Laser Red

The graphic signature is the fundamental visual device used in the GE graphic system. It consists of

- *the Monogram trademark*
- *signature typography* (Univers 68 and, if needed, Univers 48; as an option for product names, ITC New Baskerville Italic)
- *the Laser Line*

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a

- *communicative name*
- *generic product description*
- *secondary word mark*

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes

- *ITC New Baskerville series* for all headlines and text
- *Univers series* for typographic accents such as captions and page numbers

Program colors include

- *Platinum Grey, black, or white* for the Monogram and signature typography; other colors are used in the background, and the signature elements are reversed in white or overprinted in black
- *Laser Red, Platinum Grey, black, or white* for the Laser Line; no other color may be used

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document **200**, *Application Standards.*

Note: Only the following licensees use the GE graphic system:

- ***affiliates*** *using level 1, 2, or 3 names and graphic identifiers*
- ***joint ventures*** *using level 1 or 2 graphic identifiers and those level 3 joint ventures that adapt the guidelines or use the optional signatures (with only a signature Monogram) in marketing applications (see pages 36 to 39)*
- ***joint projects*** *using level 1 or 3 graphic identifiers*

This and the next page show the preferred graphic identifier (combining the GE name and/or Monogram with another company's name and/or mark) used to identify each kind of business relationship.

Note: Some examples are hypothetical.
No recommendation is implied regarding the identification of a specific business.

Graphic Identifier	*Business Relationship*
GE Capital	**Affiliate** an independent business entity that is directly or indirectly controlled by GE or one of its components or affiliates *See pages 20 to 24.*
	Joint Venture an independent business entity jointly owned by GE and partner(s) who cooperate in managing it **Four levels of graphic identifiers are used:**
GE-Other Company	***Level 1*** is used when GE has a dominant role, the GE name is dominant in the marketplace, and/or the other company's mark has not been licensed. *See pages 30 and 31.*
FANUC ***GE Fanuc*** *Automation*	***Level 2*** is used when GE and the other company are essentially equal in the marketplace and/or management control. (When the other company is dominant, the sequence of marks is reversed.) *See pages 30 to 39.*
POWERS ***P&G Power Systems***	***Level 3*** is used when the joint venture name (with neither the GE name nor the other company's name in it) should have dominance over the GE name or the name of the other company, at least in some markets. *See pages 30 and 36 to 39.*
GE Name & Other Company Name	***Level 4*** is used when the joint venture name (with the GE name in it) is sufficient without using the Monogram. (When the other company is dominant, the sequence of names is reversed.) *See pages 30 and 31.*

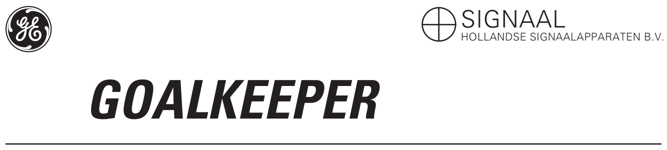
continued

Graphic Identifier

Business Relationship

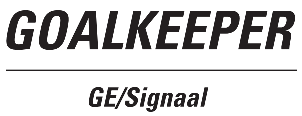
Joint Project
an *ad hoc* relationship between GE and another company to handle a project, bid a job, market a product, and so on

Three levels of graphic identifiers are used:

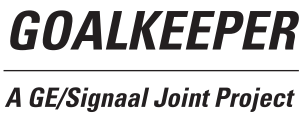

SIGNAAL
HOLLANDSE SIGNAALAPPARATEN B.V.
GOALKEEPER

Level 1 is used when the project or product name and/or secondary word or design mark has considerable equity.

See pages 40 to 42.

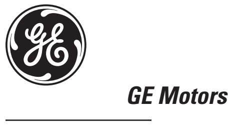

GOALKEEPER
GE/Signaal

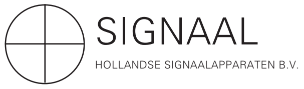
or


GOALKEEPER
A GE/Signaal Joint Project

Level 2 is used when the project or product name or mark has high equity and should be dominant over those of GE and the other company.

See pages 40 and 41.




SIGNAAL
HOLLANDSE SIGNAALAPPARATEN B.V.

Level 3 is used when the project or product name or mark has no significant equity.

See pages 40 to 42.

Affiliates

These guidelines apply to affiliates licensed to use the GE name and/or trademarks.

You can help prospective partners understand GE's requirements by

- **discussing the preferred identification for a proposed alliance early in negotiations with the other company**

  To avoid misunderstanding, before negotiating the details of the alliance
  - *determine the best name and identifier,* using this guide
  - *obtain legal and management approvals* as defined in document **123**, *Trade Names, Trademarks, & the GE Identity Program*

- **providing your prospective partners with the excerpts from this document** prepared especially for them: document **342**, *Affiliates Name & Trademark Practices,* available from the GE Identity Website or Hotline

Affiliates
Name &
Trademark Practices

GE Identity Program

These standards apply to affiliates licensed to use the GE name and/or trademarks. For the purpose of this document, an affiliate is an independent business entity that is directly or indirectly controlled by GE or one of its components or affiliates.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to correct use of the GE trademarks and outlines what is expected of all affiliates licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the *GE Identity Program Standards & Guidelines.* This comprehensive set of documents is available from the GE Identity Website or Hotline.

A primary purpose of the GE Identity Program—and thus the affiliate naming process—is to link the name "GE" with words that describe the Company's competencies or capabilities, particularly those that enhance the perception of GE as innovative and dynamic. Generally, then, the affiliate naming process encourages linking GE with its affiliates, but it also considers the external variables that influence the degree to which a particular affiliate should be associated with GE.

The affiliate naming process is built on a five-level naming scheme. As described on this and the next page, it provides a complete range of *communicative* name options, each with distinct communication opportunities, limitations, and implications for both GE and the affiliate. At each level, a precise degree of association between GE and the affiliate is established in the affiliate's communicative name. It is this association, and hence the visibility of GE through affiliate communicative names, that this naming process determines.

Naming Level 1:
GE + Generic Name

This is the highest level of identification, having the strongest association with GE. The affiliate is known by the name "GE" combined with a succinct, clear, and accurate generic description of the primary product or service provided by the affiliate. This form of naming is identical to that used by almost all GE components.

At this level of naming, an affiliate
- *uses a graphic signature* (containing the Monogram, signature typography, and the Laser Line) as its identifier
- *fully participates in the GE Identity Program,* following all program standards and guidelines

Naming Level 2:
GE + Proper Name or Communicative Name

When it is beneficial to highlight the affiliate's name and a lesser degree of association with GE is desirable, this second level of naming is appropriate. Here the name "GE" is combined with the existing communicative name of the affiliate.

At this level of naming, an affiliate
- *uses a graphic signature* (containing the Monogram, signature typography, and the Laser Line) as its identifier
- *fully participates in the GE Identity Program,* following all program standards and guidelines

Naming Level 3:
Monogram Endorsement

Where only a strong visual association is desirable, the affiliate's existing communicative name may be used in a graphic signature featuring the Monogram.

Like affiliates using names at higher levels, an affiliate using a level 3 name
- *uses a graphic signature* (containing the Monogram, signature typography, and the Laser Line) as its identifier
- *fully participates in the GE Identity Program,* following all program standards and guidelines

Naming Level 4:
GE Verbal Endorsement

Where only a verbal association is desirable, the affiliate's existing identifier carries a reference to GE in a tag line. This tag line consists of only the communicative name of the GE business component or other affiliate having primary responsibility for the affiliate.

Affiliates using only a verbal endorsement in their existing identifiers do not fully participate in the GE Identity Program. Their only obligations are to
- *incorporate the correct tag line* (typeset in Univers 68 according to the guidelines in GE Identity Program document **133**, *Typography,* pages 02 and 03) into their existing identifier and to use that identifier with the tag line in all media
- *use the communicative names* of the Company and its components correctly in copy and conversation (according to the guidelines in GE Identity Program document **301**, *Component Names*)

Naming Level 5:
GE Invisible

In cases where there is no benefit in associating GE with an affiliate, the name "GE" is not part of the affiliate's name. Thus, neither a verbal nor a visual connection is made between GE and the affiliate.

Affiliates at this level retain their own separate identities and do not participate in the GE Identity Program.

continued

Note: The affiliate naming process assumes that GE controls the affiliate's use of the name "GE" through a license agreement. Where a level of control satisfactory to GE is not assured, GE may establish different rules for using the GE name and/or trademarks.

Naming Level 1:
GE + Generic Name

GE Reinsurance

Naming Level 2:
GE + Proper Name or Communicative Name

GE Employers Reinsurance

Naming Level 3:
Monogram Endorsement

Employers Reinsurance

Naming Level 4:
GE Verbal Endorsement

Employers Reinsurance
GE Capital Services

Naming Level 5:
GE Invisible

Employers Reinsurance

Summary of Requirements

Affiliates with names at level 1, 2, or 3

- use a graphic signature containing the communicative name of the affiliate
- create signatures and develop applications according to the guidelines in the *GE Identity Program Standards & Guidelines*
- use the affiliate legal name to legally identify the affiliate

The graphic signature *does not* take the place of the affiliate's legal name. To the extent required to clearly identify the affiliate as a separate legal entity, the affiliate's legal name also should be used in applications: for example, in an address block.

Affiliates with names at level 4 or 5

- retain the separate identity of the affiliate
- *do not* develop applications according to the guidelines in the *GE Identity Program Standards & Guidelines*

Note: The examples are hypothetical.
No recommendation is implied regarding the name and identifier for any specific affiliate.

The affiliate naming decision tree, shown on this and the next page, is a tool to help determine the most appropriate *communicative name* and identifier for GE affiliates. Because it is not quantitatively based, selection from the options requires subjective judgment.

Step 1: Management Control

Does GE have control of the affiliate as defined in document **123**, *Trade Names, Trademarks, & the GE Identity Program*? Does GE have the right to change the affiliate name? If the answer to any question is no, level 5 is the selected identification. If the answer is yes, continue to the next decision point.

Examples

Coronet Industries: yes, GE controls (RCA affiliate)
Employers Reinsurance: yes
NBC: yes

Step 2: Commitment

Is GE committed to the affiliate as a business in the future? Is there a strategy for the affiliate that is growth or maintenance oriented? If there is no commitment, then level 5 is selected. If a commitment exits, continue to the next decision point.

Examples

Coronet Industries: no commitment (carpet company is not a fit)
Employers Reinsurance: yes
NBC: yes

Step 3: Image Value of Industry

Is the image of the *industry* that the affiliate competes in generally perceived to be dynamic and innovative? GE wants to associate itself most prominently with affiliates that are in these types of industries.*

Examples

Employers Reinsurance: low image value of financial services
NBC: high image value of entertainment

Step 4: Performance Expectations

How well is GE expected to perform in the *industry* of the affiliate company? That is, what are the general expectations for an industry category held by business decision makers and consumers—*not* the expectations regarding a specific GE business or those held by its customers?

Research* shows that

- *GE enjoys high performance expectations in the following industries:*
  - electrical (lighting, appliances)
  - high technology (factory automation, jet engines)
  - computer-related service
  - consumer electronics (video, audio)
- *GE has lower performance expectations in*
  - financial services
  - entertainment (radio/TV, broadcasting, motion pictures, publishing)

Examples

Employers Reinsurance: poor expectations of GE
NBC: poor expectations

Step 5: Equity of Existing Identity

Is the equity of the affiliate's existing name and logo strong or weak? The answer to this question can be derived from existing research conducted by the affiliate or management judgment on how well known and valuable the existing identity is in the marketplace. Is awareness of the name and logo high? Is the name associated with a leadership position because of product and service quality? What is the professional reputation of employees? What is the R&D stature?

Examples

Employers Reinsurance: strong equity
NBC: strong equity

Step 6: Impact on GE

What is the impact on GE when the affiliate is associated with the parent company? Is the impact positive or neutral? Does the affiliate help GE in the marketplace, or is the affiliate's association of little consequence? If impact is positive or neutral, then follow the positive/neutral branch. If the affiliate might have an adverse impact on GE for any variety of commercial, public relations, or political reasons, then follow the negative branch.

Examples

Employers Reinsurance: has positive or neutral impact
NBC: may have negative impact on GE and NBC, particularly in the area of news reporting

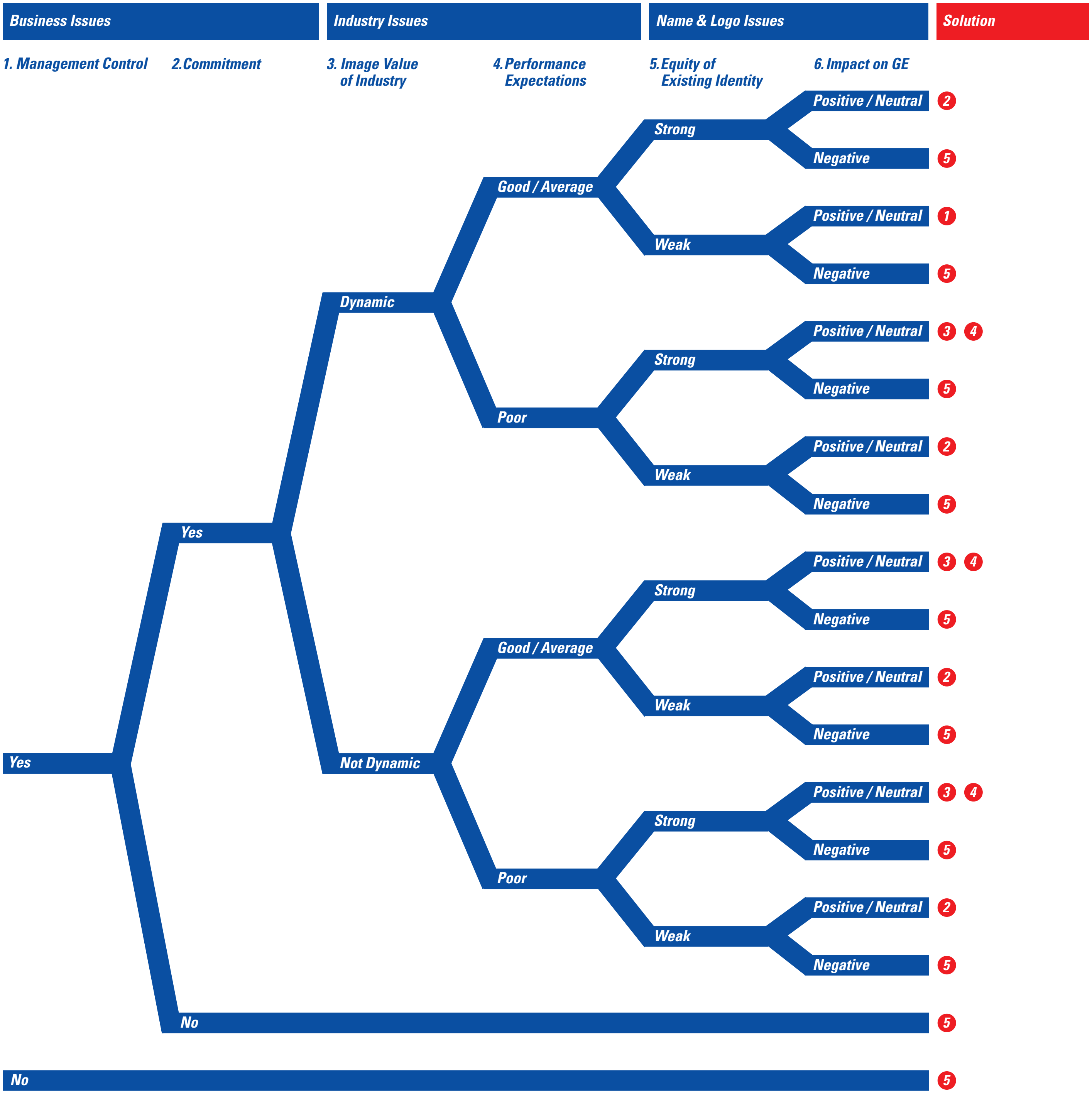
Note: The affiliate naming decision tree is proprietary and is intended for GE only.

It is not in the companion document for prospective affiliates, ***342****,* Affiliates Name & Trademark Practices.

---

*See "Affiliates Industry Issues Research, 1986" on page 25.

continued


Business Issues
Industry Issues
Name & Logo Issues
Solution
1. Management Control
2. Commitment
3. Image Value of Industry
4. Performance Expectations
5. Equity of Existing Identity
6. Impact on GE
Yes
Yes
Dynamic
Good / Average
Strong
Positive / Neutral ②
Negative ⑤
Weak
Positive / Neutral ①
Negative ⑤
Poor
Strong
Positive / Neutral ③ ④
Negative ⑤
Weak
Positive / Neutral ②
Negative ⑤
Not Dynamic
Good / Average
Strong
Positive / Neutral ③ ④
Negative ⑤
Weak
Positive / Neutral ②
Negative ⑤
Poor
Strong
Positive / Neutral ③ ④
Negative ⑤
Weak
Positive / Neutral ②
Negative ⑤
No ⑤
No ⑤

Key

① **GE + Generic Name**
② **GE + Proper Name**
③ **Monogram Endorsement**
④ **GE Verbal Endorsement**
⑤ **GE Invisible**

Performance Expectations of GE Industries

These perceptions are based on responses from general consumer and business samples.
They are not perceptions of a specific GE business or GE customers.

Good/Average

- lighting
- major appliances
- small appliances
- motors
- engineering services
- turbines
- electrical systems
- communication satellites
- computers/computer services
- CAD equipment
- publishing
- factory automation/robotics
- defense space systems
- jet engines
- nuclear
- consumer electronics
- telecommunications
- computer software
- computer timesharing

Poor

- locomotives
- plastics
- credit and loans
- banking
- insurance
- radio/television
- motion picture production
- newspapers/magazines

Image Value of Industries

Industries regarded as having a high image value score highly on the following attributes:

- aggressive
- highly competitive
- dynamic, growing
- innovative
- long-term investment value
- high-technology company
- creative

High Image Value

(dynamic and innovative)

- aerospace
- aircraft engines
- communications
- entertainment
- industrial electronics
- information services
- medical systems

Low Image Value

(lower in dynamism and innovation)

- appliances
- construction engineering
- construction equipment
- financial services
- lighting
- materials
- motors
- turbines
- nuclear services
- transportation

More information on these studies is available from
Manager – Corporate Identity
GE Corporate Marketing
3135 Easton Turnpike
Fairfield, Connecticut 06431

Use the highest level of GE visibility that makes sense for both GE and the affiliate or the U.S. direct-connect business. Consider any potential adverse effects on the GE image that could result, for example, from GE's association with a particular kind of business or industry or with a country having major political problems.

Use the country name. To the extent legally permitted, the country name should be included in the communicative names of affiliates at naming levels 1 and 2. It is important for the Company to be associated with both the name of the country in which the affiliate operates and the generic name of the affiliate's business (or the proper name of the affiliate).

For example,

- *if an operation represents the total Company or a number of GE businesses,* use "GE" plus a country name
- *if a government-supplier relationship or a political situation indicates a need for close ties to the country,* use "GE" plus a country name
- *if an affiliate represents one GE business,* use either
  - "GE" plus the communicative name of the affiliate
  - "GE" plus the communicative name of the affiliate plus the country name

Eliminate organizational terms such as "GmbH," Ltd.," and "S.A.R.I." in the communicative name. Unless required by local national laws, these terms appear only in the legal name, which is used only when required by law.

If a U.S. direct-connect business name is used, make it consistent with the related U.S. business name.

Consult with your assigned counsel. When naming GE affiliates outside the U.S.A., you should continue to be guided by your assigned counsel, who will take into account

- current Company policies and procedures
- applicable national laws
- the Company's existing agreements with The General Electric Company of England

Under agreements with The General Electric Company of England, GE is obligated in certain cases to consult with them on any change of company name that is likely to cause confusion in the marketplace. It is particularly important, therefore, that no action be taken with regard to the legal or communicative naming of affiliates and branches outside the United States without prior legal review.

Continue to use "USA" as required. If "General Electric (U.S.A.)" is currently used in the name of an affiliate, you should retain "(U.S.A.)" when changing "General Electric" to "GE." Similarly, you should continue to use "USA" (without periods) beneath the Monogram where this has been the practice in the past. (Note: In stationery, "USA" is typeset in 5-point Univers 47 with no periods and is centered below the Monogram.)

Within the United Kingdom, it is necessary to add the disclaimer "Not connected with the English company of a similar name" when the GE name or trademarks are used. Outside the United Kingdom, it is not normally necessary to add such a statement. For more information, see document **121**, *Primary Trademarks & Service Marks,* pages 07 and 08.

Joint Ventures

These guidelines apply to joint ventures licensed to use the GE name and/or trademarks.

You can help prospective joint venture partners understand GE's requirements by

- **discussing the preferred identification for a proposed joint venture early in negotiations with the other company**

  To avoid misunderstandings, before negotiating the details of the alliance
  - *determine the best name and identifier,* using this guide
  - *obtain legal and management approvals* as defined in document **123**, *Trade Names, Trademarks, & the GE Identity Program*

- **providing your prospective partners with the excerpt from this document** prepared especially for them: document **343**, *Joint Ventures Name & Trademark Practices,* available from the GE Identity Website or Hotline

Joint Ventures
Name & Trademark Practices

GE Identity Program

These standards apply to joint ventures licensed to use the GE name and/or trademarks. For the purpose of this document, a joint venture is an independent business entity jointly owned by GE or one or more partners who cooperate in managing it.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use and they in turn benefit from ours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to correct use of the GE trademarks and outlines what is expected of all joint ventures licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the *GE Identity Program Standards & Guidelines.* This comprehensive set of documents is available from the GE Identity Website or Hotline.

The graphic identifiers shown below are used according to the relative dominance of GE and its partner(s) in the marketplace.

Market Considerations	*Graphic Identifier*	*General Guidelines*
Level 1 *GE has a dominant role, the GE name is dominant in the marketplace, and/or the other company's mark has not been licensed.*	**GE-Other Company**	• **Use a graphic signature** containing the communicative name of the joint venture. • **Create graphic signatures and develop applications** according to *GE Identity Program Standards & Guidelines*.
Level 2 *GE and the other company are essentially equal in the marketplace and/or management control. (When the other company is dominant, the sequence of marks is reversed.)*	FANUC **GE Fanuc** Automation	• **Use a graphic signature containing** - *joint marks* in place of the signature Monogram - the communicative name of the joint venture Note: To create joint marks, you must follow the guidelines on pages 32 to 35. • **Develop applications** according to the guidelines in document **200**, *Application Standards*. • As an option, only the GE name or trademarks may be used in product branding and marketing applications. See pages 36 to 39.
Level 3 *The joint venture name (with neither the GE name nor the other company's name in it) should have dominance over the GE name or that of the other company, at least in some markets.*	POWERS **P&G Power Systems**	• **Use a graphic identifier containing** - the communicative name of the joint venture - the Monogram and the other company's mark • Although not required, applications may be developed by adapting the standards and guidelines of the GE Identity Program, using the graphic identifier in place of a graphic signature. • As an option, only the GE name or trademarks may be used in product branding and marketing applications. See pages 36 to 39.
Level 4 *The joint venture name (with the name GE in it) is sufficient without the Monogram. (When the other company is dominant, the sequence of names is reversed.)*	**GE Name & Other Company Name**	• **Use a graphic identifier combining** - the GE communicative name with the communicative name(s) of the joint venture partner(s) - no design marks • Applications should not resemble those in the GE Identity Program.

When GE and the other joint venture company are essentially equal in the marketplace and/or management control, the joint venture uses a level 2 identifier, described on page 31.
This identifier is a graphic signature containing

- *joint marks* in place of the signature Monogram
- the communicative name of the joint venture

The guidelines on pages 33 to 35 demonstrate how to develop an acceptable design and layout using the Monogram with another mark.
This action does not create a *new* trademark out of two marks, but rather uses two *existing* marks together by enclosing the marks in separate but similar shapes and displaying those shapes side by side as *joint marks*.

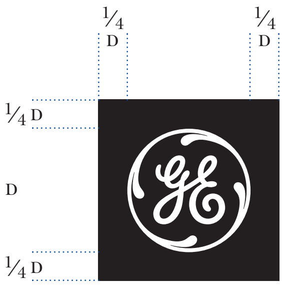
Joint Marks Design Approval
The trademark license specifies the corporate marks that may be used and the conditions that apply to that use. If the license allows the Monogram to be used in conjunction with another mark, the design and layout of the joint marks must be approved by *both* of the following:

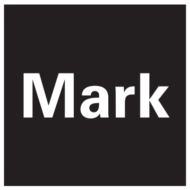
- Manager – Corporate Identity
  GE Corporate Marketing Communications

- GE Corporate Trademark Counsel

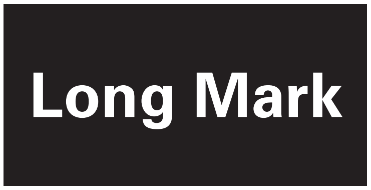
3135 Easton Turnpike
Fairfield, Connecticut 06431

continued

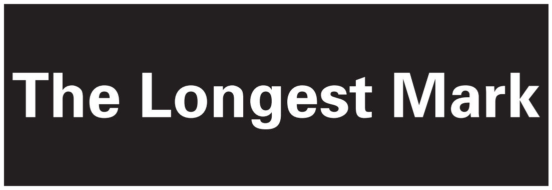




1 : 1 (height : length)



1 : 2 (height : length)



1 : 3 (height : length)

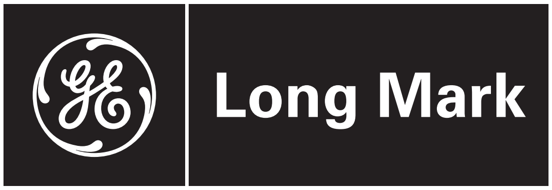
When developing a layout using the Monogram with another mark, carefully follow these guidelines:

Note: To protect the Company's trademark rights, the two marks combined as joint marks may never be connected or intertwined, and the Monogram may never be redrawn or altered in any way.

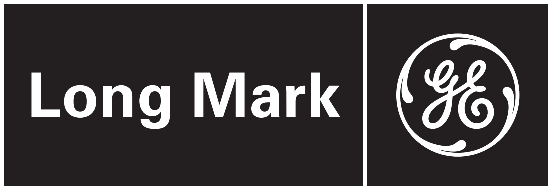
- **Use the signature Monogram with another design or word mark**, not with a legal name. Do not use the Dynamic Monogram.
- **Enclose the Monogram within a square having a solid background**.
  - Maintain a minimum distance equal to 1/4 the diameter of the Monogram between the edge of the Monogram and the edges of the square.
  - Use the *reverse* signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website or Hotline. (For information on using this computer font, see document **382**, *GE Logo Font*.)
  - *Do not* use the positive Monogram and *do not* use the Monogram without the square.
- **Enclose the other mark within a separate square or horizontal rectangle having the same solid background.** Depending on the relationship between the height and width of the other mark, the length of the enclosing rectangle may vary.

When the other mark is enclosed within a square, the height of the mark may be equal to but no larger than the diameter of the Monogram. Within a rectangle, the height of the other mark should be sized to visually balance the Monogram. Note: In artwork, use a reverse reproduction proof of the other mark. *Do not* use the mark without the enclosing shape.

continued



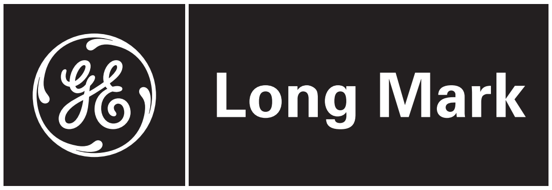
Preferred



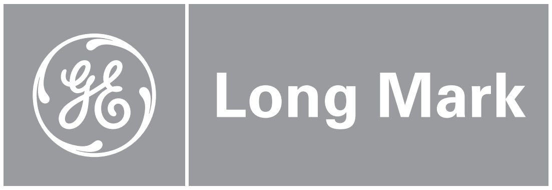
Alternative

- **Position the Monogram/square to the left of the other mark/rectangle**. The height of the two enclosing shapes must be equal.

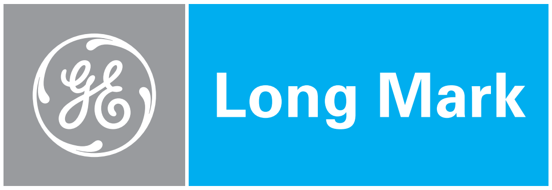
  As an alternative, the Monogram/square may be placed to the right of the mark/rectangle. However, no other configuration is acceptable; *do not* position the Monogram/square above or below the other mark/rectangle.



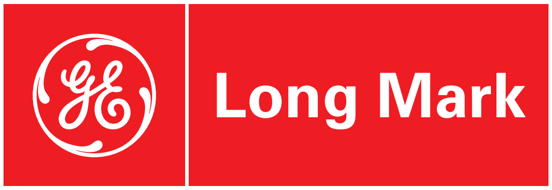
- **Leave space between the enclosing shapes**. The minimum space between the two shapes equals the thickness of the narrowest portion of the curlicues in the Monogram; this space may be larger. *Do not* join the two shapes together; *do not* connect or intertwine the Monogram with the other mark.



Preferred



Alternative 1



Alternative 2

- **Use one of the following color treatments:**

- *Preferred:* Use Platinum Grey in the background of both enclosing shapes; reverse the Monogram and the other mark in white, off-white, or very light grey.

- *Alternative 1:* Use Platinum Grey in the background of the square enclosing the Monogram; reverse the Monogram in white, off-white, or very light grey. Use another color (such as the partner's standard color) in the background of the rectangle enclosing the other mark; reverse the other mark in white, off-white, or very light grey.

- *Alternative 2:* Use any appropriate color in the background of both enclosing shapes; reverse the letters/curlicues of the Monogram and the other mark in white, off-white, very light grey, or any other appropriate color, provided that the color used in the letters/curlicues is lighter than the color used in the field of the Monogram and in the background of the square enclosing the Monogram.

continued

- **Keep joint marks free and clear from phrases such as** "A Joint Venture of…." Place such a phrase under the legal name of the joint venture in, for example, an address block.

Note: A joint venture graphic identifier *does not* take the place of a joint venture legal name. To the extent required to clearly identify a joint venture as a separate legal entity, the joint venture legal name also must be used in applications: for example, in an address block.

Once the design and layout of the joint marks has been approved (as described on page 32), use the joint marks in place of the signature Monogram in a graphic signature in any program application.

For guidelines on the construction of graphic signatures and specification of signature typography, see document **131**, *Graphic Signatures,* pages 10 to 18, bearing in mind these points:

- Your graphic signature is composed of three elements—joint marks, signature typography, and the Laser Line. *Do not* eliminate any element unless expressly authorized for a particular application in document **200**, *Application Standards.*
- When substituting joint marks for the signature Monogram in graphic signatures, construct the signatures according to the drawings in document **131**, *Graphic Signatures,* pages 10 to 18, *except*
  - *for the value of D,* use the height dimension of the enclosing shapes *(not* the diameter of the Monogram used in the joint marks *nor* the height of the other mark)
  - *for dimensions given between the edge of the signature Monogram and any other element* (such as the Laser Line or the edge of a format), measure from the edges of the enclosing shapes of the joint marks
- The Laser Line may be reproduced only in Laser Red, Platinum Grey, white, or black. Do not use any other color in the Laser Line.

For guidelines on specific program applications, see document **200**, *Application Standards.*

As an option at levels 2 and 3 of joint venture identification, in *marketing applications* (such as product identification, promotion, and advertising) a graphic signature featuring only the signature Monogram may be used (instead of the graphic signature with joint marks or the two separate marks, shown on page 31). Note: The joint venture identifier *must* still be used in *company applications* such as stationery, signs, and vehicles.

When joint venture partners choose this option, it is imperative that they understand the distinction between the proper use of the GE trademarks alone in these marketing applications and the *misuse of these marks* as trade names *in the same applications or in the joint venture company applications, as explained at the right.*

The distinction between proper use of the marks as trademarks and improper use as trade names is subtle and requires vigilant policing by the Company. To protect GE interests, the joint venture partners must agree to periodic review of their applications to ascertain correct and consistent use of the GE trademarks. Their agreement in this matter is not negotiable under any circumstances.

As noted on page 10,

- **the primary GE trademarks** are the letters "GE" in the form of
  - *the Monogram*
  - *block letters*

- **General Electric Company uses these forms as**
  - *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
  - *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, "For over 100 years, GE has served the electric power industry."

If a joint venture chooses to use the GE trademarks *instead of the joint venture identifier* to identify its products or services, its license must restrict the use of GE trademarks to identify only specified products and/or services. The joint venture may not use the GE trademarks alone or any similar marks or terms as trade names to identify the joint venture, its facilities, or its property.

The joint venture may never use the GE trademarks as trade names because such use misrepresents the joint venture as General Electric Company and is likely to confuse the public.

Specifically, the joint venture

- **may never use predominantly the GE trademarks (except in the joint venture identifier) on a business document such as the joint venture letterhead;** instead, the joint venture must use predominantly the joint venture identifier
- **may never include in joint venture product or advertising copy such statements as "Call GE at 1-800-555-7878 for product information";** instead, the joint venture must use the joint venture communicative name: for example, "Call GE-Fanuc Automation at 1-800-555-7878 for product information"
- **may use the GE trademarks alone on joint venture business documents** when the use is clearly a trademark use, identifying a brand of products or services, and the predominant identifier on the document clearly identifies the joint venture as a party distinct from General Electric Company

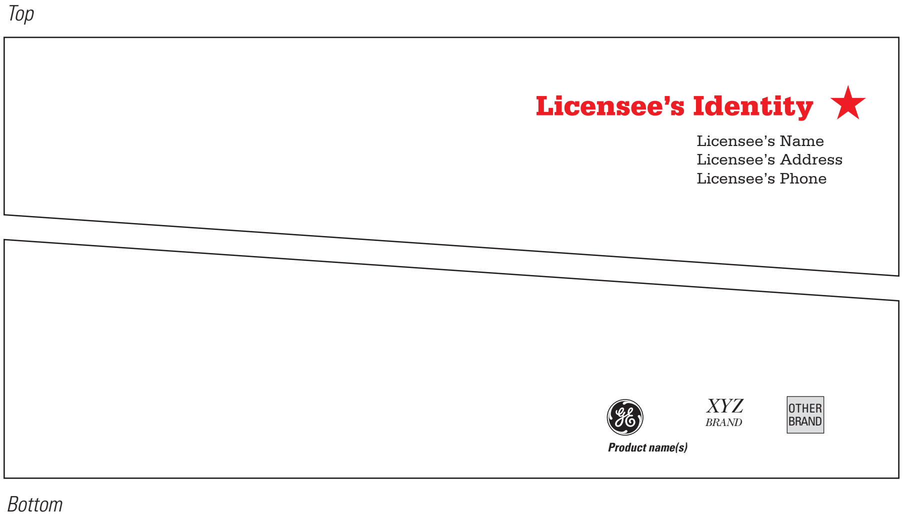
Examples of how the GE trademarks may be used in joint venture business documents appear on the following pages.

Note: Misuse of the GE trademarks as trade names or failure to comply with GE's use requirements by a joint venture can result in termination of the joint venture's license.

continued

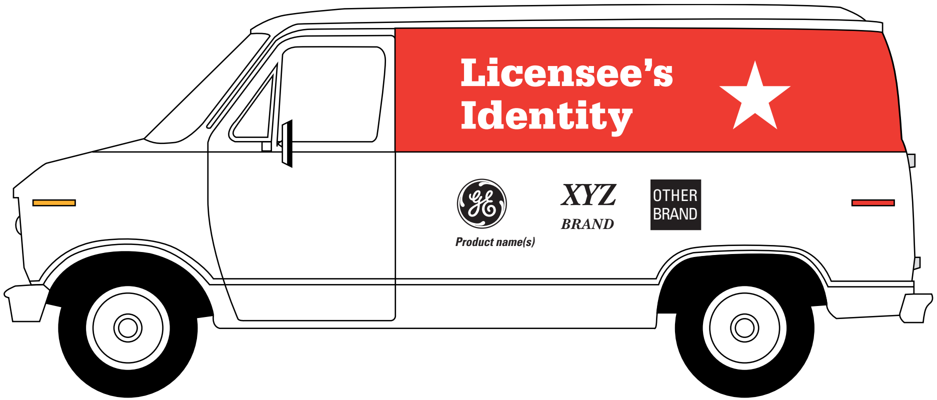
	For these applications:	use this identity:
Company applications	• recruitment advertising • employee communications • supplier communications • checks • business forms not specific to licensed products	**GE-approved joint venture identifier** *Note: Except in the joint venture identifier, do not use GE trademarks.*
Company applications with incidental marketing value	• stationery • facility signs • vehicles • dealer communications • business forms specific to licensed products	**dominant:** **GE-approved joint venture identifier** subordinate: GE trademarks with appropriate product name(s)
Marketing applications	• product identification • packaging • product literature • sales promotion • advertising	**dominant:** **GE graphic system** subordinate: statement identifying GE trademarks, trademark owner, and licensee

Stationery

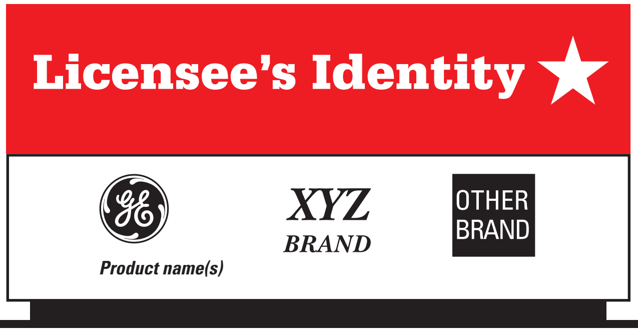


continued

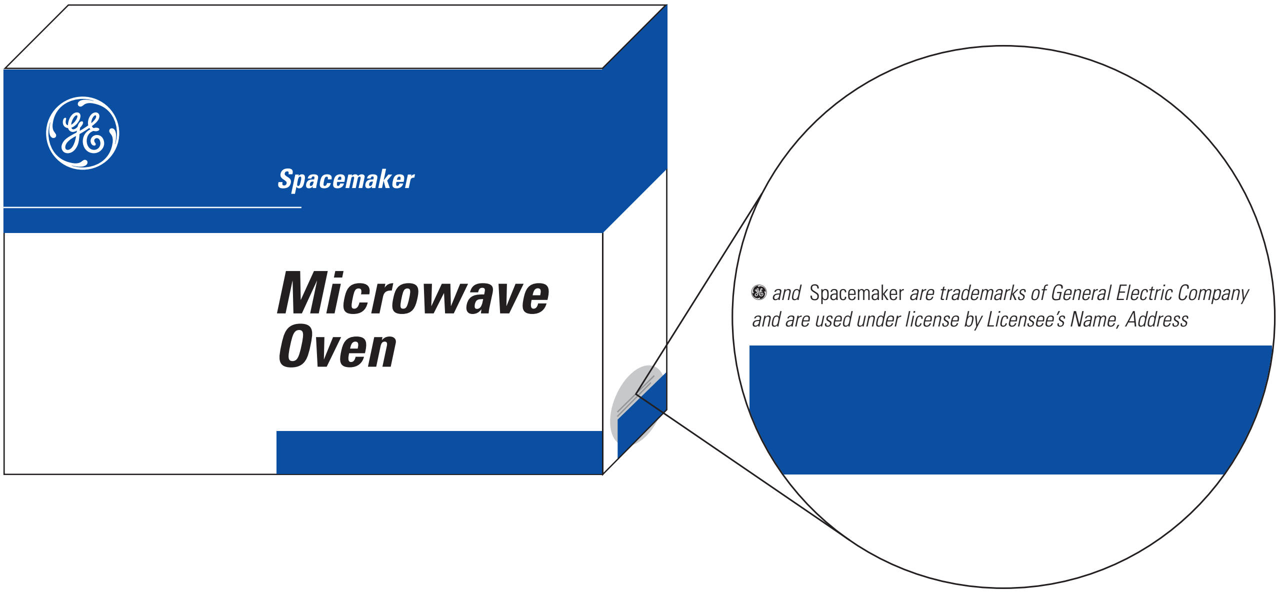
Vehicles


Licensee's Identity
XYZ BRAND
OTHER BRAND
Product name(s)

Facility Signs

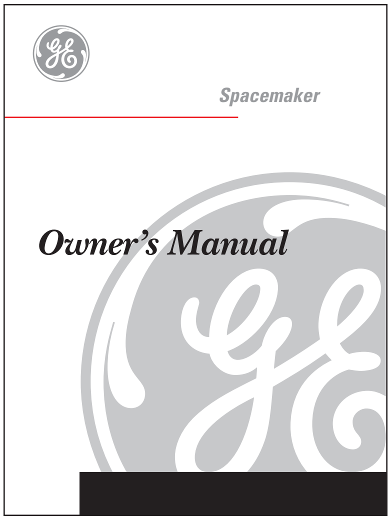

Licensee's Identity
XYZ BRAND
OTHER BRAND
Product name(s)

Packages

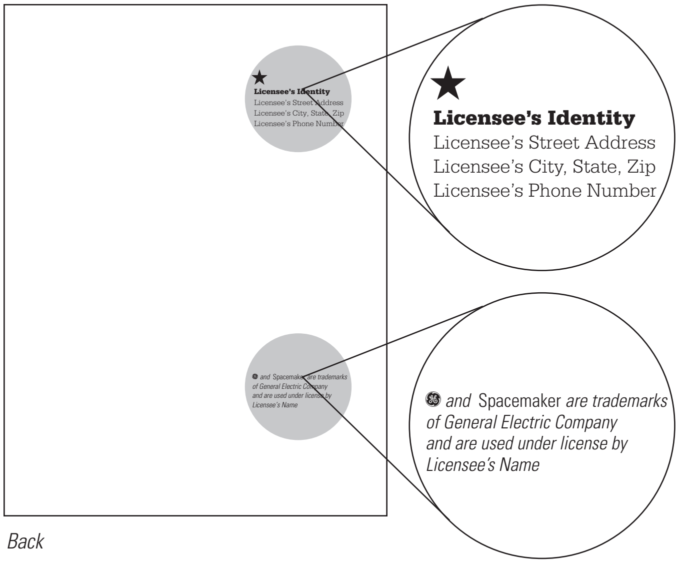

Spacemaker
Microwave Oven
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name, Address

continued

Product Literature

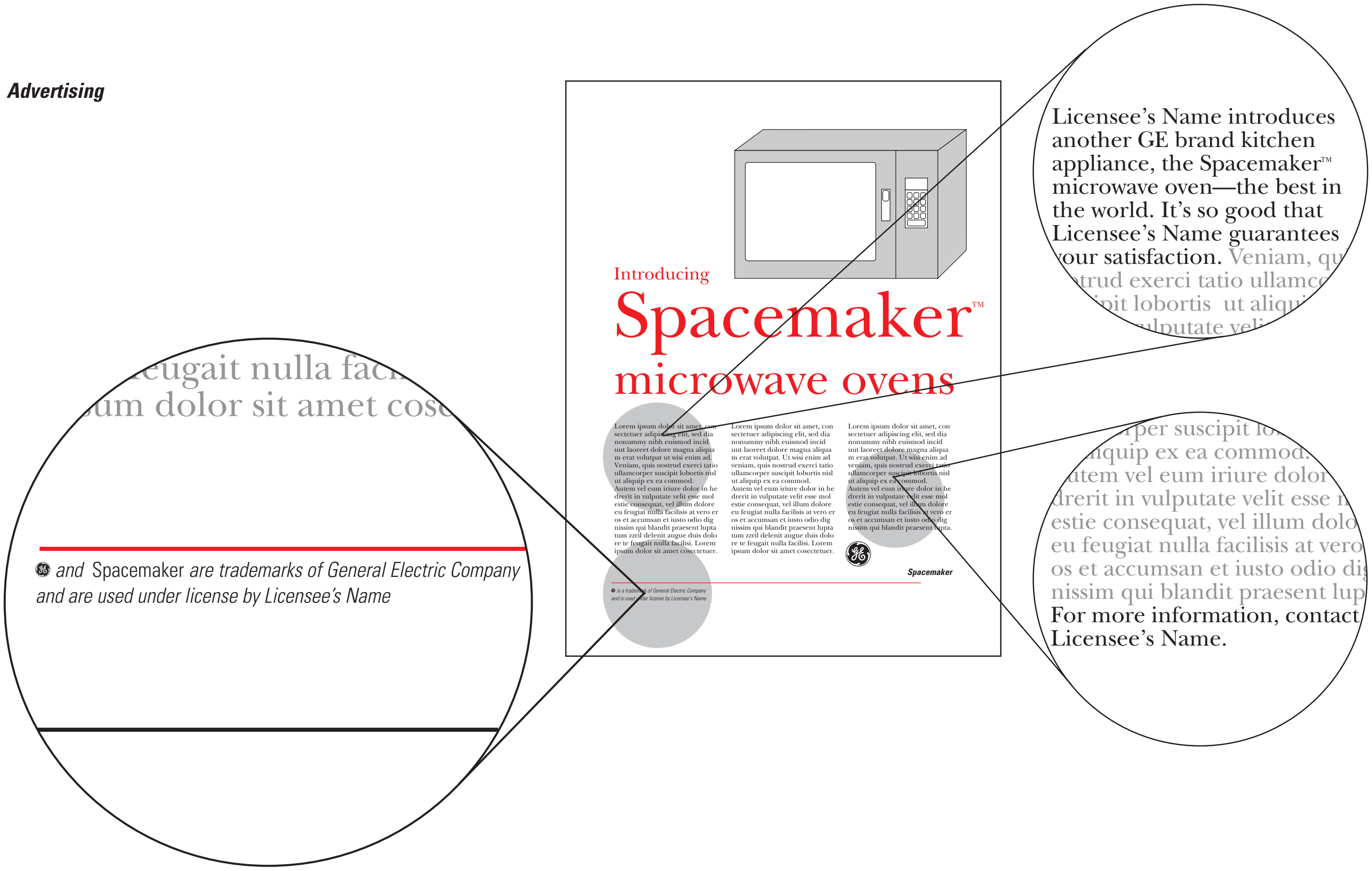

Spacemaker
Owner's Manual

Front


Licensee's Identity
Licensee's Street Address
Licensee's City, State, Zip
Licensee's Phone Number
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

Back

Advertising


Introducing
Spacemaker™
microwave ovens
Spacemaker
Licensee's Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It's so good that Licensee's Name guarantees your satisfaction.
For more information, contact Licensee's Name.
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

Joint Projects

These guidelines apply to the graphic identifiers used by GE joint projects.

Depending on the relative dominance of GE in the marketplace, a joint project may be identified with any of several different graphic identifiers, as shown on page 41.

Approvals

Identifiers in which the Monogram and/or the name "GE" is used with another mark must be approved by

Manager – Corporate Identity
GE Corporate Marketing Communications
3135 Easton Turnpike
Fairfield, Connecticut 06431

Protections

When a joint project is formed, agreements between the partners must stipulate that

- the use of each partner's name and/or mark in conjunction with the joint project will inure to the benefit of only the joint project
- the other partner(s) will not use in any other context any names or marks confusingly similar to those used by the joint project

Joint Projects *Name & Trademark Practices*

GE Identity Program

These standards apply to joint projects that use the GE name and/or trademarks. For the purpose of this document, a joint project is an *ad hoc* relationship between GE and another company to handle a project, bid a job, market a product, etc.

As a joint project and a user of the GE trademarks, you are entrusted with a valuable property. You share with GE and others the responsibility to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use and they in turn benefit from ours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to correct use of the GE trademarks and outlines what is expected of all joint projects using the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the *GE Identity Program Standards & Guidelines*. This comprehensive set of documents is available from the GE Identity Website or Hotline.

You can help prospective partners understand GE's requirements by

- **discussing the preferred identification for a proposed alliance early in negotiations with the other company**

  To avoid misunderstanding, before negotiating the details of the alliance
  - *determine the best name and identifier,* using this guide
  - *obtain approvals* as described above

- **providing your prospective partners with the excerpts from this document** prepared especially for them: document **344**, *Joint Projects Name & Trademark Practices,* available from the GE Identity Website or Hotline

Market Considerations	***Graphic Identifier***	***General Guidelines***
Level 1 *The project or product name and/or secondary word or design mark has considerable equity.*	SIGNAAL HOLLANDSE SIGNAALAPPARATEN B.V. ***GOALKEEPER***	• Use a graphic identifier containing the secondary name or word mark, endorsed by both the Monogram and the other company's mark. See page 42. • Although not required, applications may be developed by adapting *GE Identity Program Standards & Guidelines*, using the graphic identifier in place of a graphic signature.
Level 2 *The project or product name or mark has high equity and should be dominant over those of GE and the other company.*	***GOALKEEPER*** ***GE/Signaal*** ***GOALKEEPER*** ***A GE/Signaal Joint Project***	• Use a graphic identifier containing the word or design mark of the joint project, endorsed by only the GE name and the name of the other company. • When creating applications, *do not* follow *GE Identity Program Standards & Guidelines.* Applications should not resemble those in the GE Identity Program.
Level 3 *The project or product name or mark has no significant equity.*	***GE Motors*** SIGNAAL HOLLANDSE SIGNAALAPPARATEN B.V.	• Use the Monogram or a graphic signature together with the other company's mark —but not in close proximity. See page 42. • Although not required, applications may be developed by adapting the guidelines in *GE Identity Program Standards & Guidelines*, using the graphic identifier in place of a graphic signature. • As an option when using only "GE" in product branding, marketing applications may use a graphic signature featuring only the signature Monogram instead of the two separate marks.

Note: Some examples are hypothetical.
No recommendation is implied regarding the identification of a particular joint project.

When it is desirable to communicate that GE and another company are associated in a joint project, the Monogram (or a full graphic signature) may appear in the same format with the other mark—*but not adjacent to it.*

These guidelines have been prepared to help develop applications where the Monogram is used in the same format with another mark. References pertain to *GE Identity Program Standards & Guidelines*.

Note: To protect our trademark rights, the Monogram may never be redrawn or altered in any way.

When developing a layout for joint project applications in which the Monogram is used with another mark, carefully follow these guidelines:

- **Use the signature Monogram* with another design or word mark**, not with a legal name.
  - Use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this computer font, see document **382**, *GE Logo Font.*)
  - Do not use the Dynamic Monogram.
  - For guidelines on the construction and use of graphic signatures, see document **131**, *Graphic Signatures*.
- **Position the signature Monogram* at the left in a format**. Maintain a minimum distance equal to ¼ the diameter of the Monogram between the Monogram and the edges of the format.
- **Position the other mark at the right in a format.**
- **Size the Monogram* and the other mark to be visually balanced.** Note: The height of the other mark may be equal to but no larger than the diameter of the Monogram (or overall height of the graphic signature, if used).
- **When the Monogram is used (not a graphic signature), position the Laser Line below both marks, if desired.** Whenever possible, bleed the Laser Line off both the left and right edges of the format. When this is not possible, begin the Laser Line flush with the left edge of the signature Monogram and end it flush with the right edge of the other mark.
- **Reproduce the signature Monogram* in correct colors** according to the guidelines in document **132**, *Color.* Color samples are available from the GE Identity Website or Hotline.

  Note: If the Monogram* is reversed in white or overprinted in black on a colored background, the other mark should be treated in the same manner.
- **Reproduce the Laser Line in Laser Red,** Platinum Grey, white, or black only. *Do not* use other colors in the Laser Line.

*or a full graphic signature

Affiliates

Name & Trademark Practices

These standards apply to affiliates licensed to use the GE name and/or trademarks. For the purpose of this document, an affiliate is an independent business entity that is directly or indirectly controlled by GE or one of its components or affiliates.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property —to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to the correct use of the GE trademarks and outlines what is expected of all affiliates licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the comprehensive set of documents, *GE Identity Program Standards & Guidelines.* These documents are available from the GE Identity Website or Hotline.

Contents

Introduction **342**.02

GE Identity Overview **342**.10

GE Graphic System **342**.11

Affiliates

Five-Level Naming Scheme **342**.21
Naming Process outside the U.S.A. **342**.26

The purpose of this guide is to demonstrate alternative

- ***names***
- ***graphic identifiers***

for a GE affiliate company

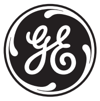
In addition, these guidelines provide a general indication of how the GE name and trademarks must be used in affiliate applications such as stationery, signs, vehicles, product promotion, and advertising.

To ensure clear and consistent association of GE with its licensees, the names and identifiers used by licensed affiliates must

- *optimize the visibility of the GE name and/or trademarks in view of prevailing business, industry, identity, and marketing issues*
  For example, in many cases it is desirable for the GE name and trademarks to predominate, but under some circumstances, they are not used at all—optimum visibility is *in*visibility.

- *meet the requirements of sound trademark practice*
  Trademarks and service marks are protected in the United States *only* by continued and proper use, not official registration. (Registration of a mark in the U.S. Patent & Trademark Office merely establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) Therefore, it is imperative that you, as an authorized licensee of the GE marks, understand and practice proper use.

By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use, which in turn helps protect the marks and enhance their value.



The primary GE trademarks are the letters "GE" in the form of
- *the Monogram*
- *block letters*

as shown at the left.

GE

General Electric Company uses these forms as
- *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
- *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, "For over 100 years, GE has served the electric power industry."

Note: Correct trademark practice requires that licensed affiliates use the GE graphic system as specified in
- **this guide**
- ***GE Identity Program Standards & Guidelines,*** available from the GE Identity Website or Hotline

In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company's integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 11) helps to communicate GE's attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

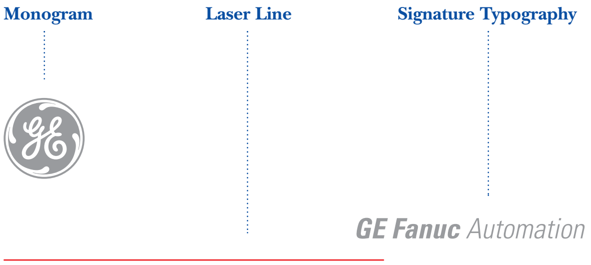
- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

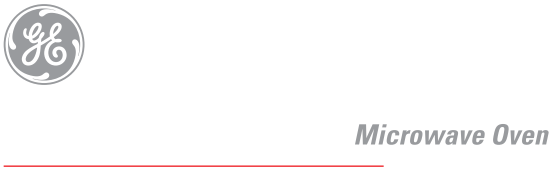
Dynamism and innovation are conveyed by

- using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - *the Laser Line*, suggesting high technology
  - *the italic typeface Univers*, suggesting forward movement
  - *an asymmetrical layout*, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.





Spacemaker™

Univers 68
Univers 48

ITC New Baskerville
ITC New Baskerville Italic
ITC New Baskerville Bold
ITC New Baskerville Bold Italic

Platinum Grey

Laser Red

The graphic signature is the fundamental visual device used in the GE graphic system. It consists of

- *the Monogram trademark*
- *signature typography* (Univers 68 and, if needed, Univers 48; as an option in product names, ITC New Baskerville Italic)
- *the Laser Line*

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a

- *communicative name*
- *generic product description*
- *secondary word mark*

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes

- *ITC New Baskerville series* for all headlines and text
- *Univers series* for typographic accents such as captions and page numbers

Program colors include

- *Platinum Grey, black, or white* for the Monogram and signature typography; other colors are used in the background, and the signature elements are reversed in white or overprinted in black
- *Laser Red, Platinum Grey, black, or white* for the Laser Line; no other color may be used

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document **200**, *Application Standards.*

Note: Only affiliates that use names and graphic identifiers at level 1, 2, or 3 of the five-level naming scheme, described on the following pages, use the GE graphic system.

Affiliates that use names and identifiers at level 4 or 5 do not use the GE graphic system.

A primary purpose of the GE Identity Program—and thus the affiliate naming process—is to link the name "GE" with words that describe the Company's competencies or capabilities, particularly those that enhance the perception of GE as innovative and dynamic. Generally, then, the affiliate naming process encourages linking GE with its affiliates, but it also considers the external variables that influence the degree to which a particular affiliate should be associated with GE.

Note: The affiliate naming process assumes that GE controls the affiliate's use of the name "GE" through a license agreement. Where a level of control satisfactory to GE is not assured, GE may establish different rules for using the GE name and/or trademarks.

The affiliate naming process is built on a five-level naming scheme. As described on this and the next page, it provides a complete range of *communicative* name options, each with distinct communication opportunities, limitations, and implications for both GE and the affiliate.
At each level, a precise degree of association between GE and the affiliate is established in the affiliate's communicative name. It is this association, and hence the visibility of GE through affiliate communicative names, that this naming process determines.

Naming Level 1:
GE + Generic Name
This is the highest level of identification, having the strongest association with GE. The affiliate is known by the name "GE" combined with a succinct, clear, and accurate generic description of the primary product or service provided by the affiliate. This form of naming is identical to that used by almost all GE components.

At this level of naming, an affiliate

- *uses a graphic signature* (containing the Monogram, signature typography, and the Laser Line) as its identifier
- *fully participates in the GE Identity Program,* following all program standards and guidelines

Naming Level 2:
GE + Proper Name or Communicative Name
When it is beneficial to highlight the affiliate's name and a lesser degree of association with GE is desirable, this second level of naming is appropriate. Here the name "GE" is combined with the existing communicative name of the affiliate.

At this level of naming, an affiliate

- *uses a graphic signature* (containing the Monogram, signature typography, and the Laser Line) as its identifier
- *fully participates in the GE Identity Program,* following all program standards and guidelines

Naming Level 3:
Monogram Endorsement
Where only a strong visual association is desirable, the affiliate's existing communicative name may be used in a graphic signature featuring the Monogram.

Like affiliates using names at higher levels, an affiliate using a level 3 name

- *uses a graphic signature* (containing the Monogram, signature typography, and the Laser Line) as its identifier
- *fully participates in the GE Identity Program,* following all program standards and guidelines

Naming Level 4:
GE Verbal Endorsement
Where only a verbal association is desirable, the affiliate's existing identifier carries a reference to GE in a tag line. This tag line consists of only the communicative name of the GE business component or other affiliate having primary responsibility for the affiliate.

Affiliates using only a verbal endorsement in their existing identifiers do not fully participate in the GE Identity Program. Their only obligations are to

- *incorporate the correct tag line* (typeset in Univers 68 according to the guidelines in GE Identity Program document **133**, *Typography*, pages 02 and 03) into their existing identifier and to use that identifier with the tag line in all media
- *use the communicative names* of the Company and its components correctly in copy and conversation (according to the guidelines in GE Identity Program document **301**, *Component Names*)

Naming Level 5:
GE Invisible
In cases where there is no benefit in associating GE with an affiliate, the name "GE" is not part of the affiliate's name. Thus, neither a verbal nor a visual connection is made between GE and the affiliate.

Affiliates at this level retain their own separate identities and do not participate in the GE Identity Program.

continued

Naming Level 1:
GE + Generic Name

GE Reinsurance

Naming Level 2:
GE + Proper Name or Communicative Name

GE Employers Reinsurance

Naming Level 3:
Monogram Endorsement

Employers Reinsurance

Naming Level 4:
GE Verbal Endorsement

Employers Reinsurance
GE Capital Services

Naming Level 5:
GE Invisible

Employers Reinsurance

Summary of Requirements

Affiliates with names at level 1, 2, or 3

- use a graphic signature containing the communicative name of the affiliate
- create signatures and develop applications according to the guidelines in the *GE Identity Program Standards & Guidelines*
- use the affiliate legal name to legally identify the affiliate

The graphic signature *does not* take the place of the affiliate's legal name. To the extent required to clearly identify the affiliate as a separate legal entity, the affiliate's legal name also should be used in applications: for example, in an address block.

Affiliates with names at level 4 or 5

- retain the separate identity of the affiliate
- *do not* develop applications according to the guidelines in the *GE Identity Program Standards & Guidelines*

Note: The examples are hypothetical.
No recommendation is implied regarding the name and identifier for any specific affiliate.

Use the highest level of GE visibility that makes sense for both GE and the affiliate or the U.S. direct-connect business. Consider any potential adverse effects on the GE image that could result, for example, from GE's association with a particular kind of business or industry or with a country having major political problems.

Use the country name. To the extent legally permitted, the country name should be included in the communicative name of the affiliates at naming levels 1 and 2. It is important for the Company to be associated with both the name of the country in which the affiliate operates and the generic name of the affiliate's business (or the proper name of the affiliate).

For example,

- *if an operation represents the total Company or a number of GE businesses,* use "GE" plus a country name
- *if a government-supplier relationship or political situation indicates a need for close ties to the country,* use "GE" plus a country name
- *if an affiliate represents one GE business,* use either
  - "GE" plus the communicative name of the affiliate
  - "GE" plus the communicative name of the affiliate plus the country name

Eliminate organizational terms such as "GmbH," Ltd.," and "S.A.R.I." in the communicative name. Unless required by local national laws, these terms appear only in the legal name, which is used only when required by law.

If a U.S. direct-connect business name is used, make it consistent with the related U.S. business name.

Consult with your assigned counsel. When naming GE affiliates outside the U.S.A., you should continue to be guided by your assigned counsel, who will take into account

- current Company policies and procedures
- applicable national laws
- the Company's existing agreements with The General Electric Company of England

Under agreements with The General Electric Company of England, GE is obligated in certain cases to consult with them on any change of company name that is likely to cause confusion in the marketplace. It is particularly important, therefore, that no action be taken with regard to the legal or communicative naming of affiliates and branches outside the United States without prior legal review.

Continue to use "USA" as required. If "General Electric (U.S.A.)" is currently used in the name of an affiliate, you should retain "(U.S.A.)" when changing "General Electric" to "GE." Similarly, you should continue to use "USA" (without periods) beneath the Monogram where this has been the practice in the past. (Note: In stationery, "USA" is typeset in 5-point Univers 47 with no periods and is centered below the Monogram.)

Within the United Kingdom, it is necessary to add the disclaimer "Not connected with the English company of a similar name" when the GE name or trademarks are used. Outside the United Kingdom, it is not normally necessary to add such a statement. For more information, see document **121**, *Primary Trademarks & Service Marks,* pages 07 and 08.

Joint Ventures Name & Trademark Practices

These standards apply to joint ventures licensed to use the GE name and/or trademarks. For the purpose of this document, a joint venture is an independent business entity jointly owned by GE and one or more partners who cooperate in managing it.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property —to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to the correct use of the GE trademarks and outlines what is expected of all joint ventures licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the comprehensive set of documents, *GE Identity Program Standards & Guidelines*. These documents are available from the GE Identity Website or Hotline.

Joint Ventures Name & Trademark Practices

Contents

Introduction **343**.02

GE Identity Overview **343**.10

GE Graphic System **343**.11

Joint Ventures

Graphic Identifiers **343**.31

Joint Marks **343**.32

Use of GE Trademarks in Marketing Applications **343**.36

The purpose of this guide is to

- **demonstrate alternative**
  - *names*
  - *graphic identifiers*

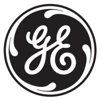
  for a joint venture with GE
- **define which is most appropriate** for a specific joint venture's marketing conditions

In addition, these guidelines provide a general indication of how the GE name and trademarks must be used in joint venture applications such as stationery, signs, vehicles, product promotion, and advertising.

To ensure clear and consistent association of GE with its licensees, the names and identifiers used by licensed joint ventures must

- *optimize the visibility of the GE name and/or trademarks in view of prevailing business, industry, identity, and marketing issues*
  For example, in many cases it is desirable for the GE name and trademarks to predominate, but under some circumstances, only the name may be used in a subordinate role.
- *meet the requirements of sound trademark practice*
  Trademarks and service marks are protected in the United States *only* by continued and proper use, not official registration. (Registration of a mark in the U.S. Patent & Trademark Office merely establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) Therefore, it is imperative that you, as an authorized licensee of the GE marks, understand and practice proper use.

By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use, which in turn helps to protect the marks and enhance their value.



GE

The primary GE trademarks are the letters “GE” in the form of
- *the Monogram*
- *block letters*

as shown at the left.

General Electric Company uses these forms as
- *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
- *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, “For over 100 years, GE has served the electric power industry.”

Note: Correct trademark practice requires that licensed joint ventures use the GE graphic system as specified in
- **this guide**
- ***GE Identity Program Standards & Guidelines,*** available from the GE Identity Website or Hotline

In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company’s integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 11) helps to communicate GE’s attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

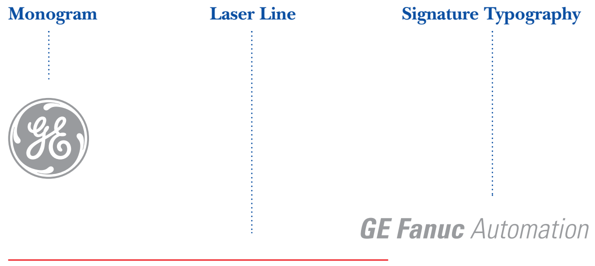
- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

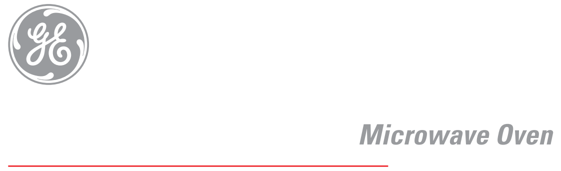
Dynamism and innovation are conveyed by

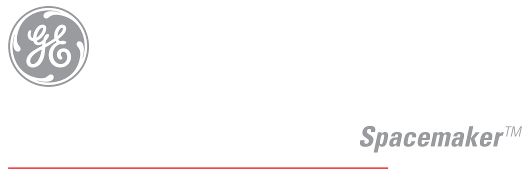
- using a signature that provides a contemporary environment for the Monogram: the graphic signature features
  - *the Laser Line*, suggesting high technology
  - *the italic typeface Univers*, suggesting forward movement
  - *an asymmetrical layout*, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained.

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.







Univers 68
Univers 48

ITC New Baskerville
ITC New Baskerville Italic
ITC New Baskerville Bold
ITC New Baskerville Bold Italic

Platinum Grey Laser Red

The graphic signature is the fundamental visual device used in the GE graphic system. It consists of

- *the Monogram trademark*
- *signature typography* (Univers 68 and, if needed, Univers 48; as an option for product names, ITC New Baskerville Italic)
- *the Laser Line*

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a

- *communicative name*
- *generic product description*
- *secondary word mark*

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes

- *ITC New Baskerville series* for all headlines and text
- *Univers series* for typographic accents such as captions and page numbers

Program colors include

- *Platinum Grey, black, or white* for the Monogram and signature typography; other colors are used in the background, and the signature elements are reversed in white or overprinted in black
- *Laser Red, Platinum Grey, black, or white* for the Laser Line; no other color may be used

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document **200**, *Application Standards.*

Note: Only the following joint ventures may use the GE graphic system:

- ***those using level 1 or 2 graphic identifiers***
- ***level 3 joint ventures*** *that adapt the guidelines or use the optional signatures (with only a signature Monogram) in marketing applications (see pages 36 to 39)*

The graphic identifiers shown below are used according to the relative dominance of GE and its partner(s) in the marketplace.

Market Considerations	***Graphic Identifier***	***General Guidelines***
Level 1 *GE has a dominant role, the GE name is dominant in the marketplace, and/or the other company's mark has not been licensed.*	***GE-Other Company***	• **Use a graphic signature** containing the communicative name of the joint venture. • **Create graphic signatures and develop applications** according to *GE Identity Program Standards & Guidelines.*
Level 2 *GE and the other company are essentially equal in the marketplace and/or management control. (When the other company is dominant, the sequence of marks is reversed.)*	FANUC ***GE Fanuc*** *Automation*	• **Use a graphic signature containing** - *joint marks* in place of the signature Monogram - the communicative name of the joint venture Note: To create joint marks, you must follow the guidelines on pages 32 to 35. • **Develop applications** according to the guidelines in document **200**, *Application Standards.* • As an option, only the GE name or trademarks may be used in product branding and marketing applications. See pages 36 to 39.
Level 3 *The joint venture name (with neither the GE name nor the other company's name in it) should have dominance over the GE name or that of the other company, at least in some markets.*	**POWERS** ***P&G Power Systems***	• **Use a graphic identifier containing** - the communicative name of the joint venture - the Monogram and the other company's mark • Although not required, applications may be developed by adapting the standards and guidelines of the GE Identity Program, using the graphic identifier in place of a graphic signature. • As an option, only the GE name or trademarks may be used in product branding and marketing applications. See pages 36 to 39.
Level 4 *The joint venture name (with the name GE in it) is sufficient without the Monogram. (When the other company is dominant, the sequence of names is reversed.)*	**GE Name & Other Company Name**	• **Use a graphic identifier combining** - the GE communicative name with the communicative name(s) of the joint venture partner(s) - no design marks • Applications should not resemble those in the GE Identity Program.

When GE and the other joint venture company are essentially equal in the marketplace and/or management control, the joint venture uses a level 2 identifier, described on page 31.
This identifier is a graphic signature containing

- *joint marks* in place of the signature Monogram
- the communicative name of the joint venture

The guidelines on pages 33 to 35 demonstrate how to develop an acceptable design and layout using the Monogram with another mark.
This action does not create a *new* trademark out of two marks, but rather uses two *existing* marks together by enclosing the marks in separate but similar shapes and displaying those shapes side by side as *joint marks*.

Joint Marks Design Approval
The trademark license specifies the corporate marks that may be used and the conditions that apply to that use. If the license allows the Monogram to be used in conjunction with another mark, the design and layout of the joint marks must be approved by *both* of the following:

- Manager – Corporate Identity
  GE Corporate Marketing Communications
- GE Corporate Trademark Counsel

3135 Easton Turnpike
Fairfield, Connecticut 06431

continued

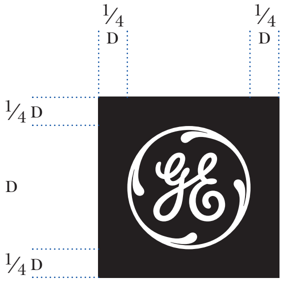
When developing a layout using the Monogram with another mark, carefully follow these guidelines:

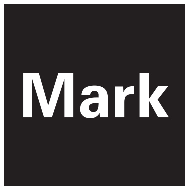
Note: To protect the Company's trademark rights, the two marks combined as joint marks may never be connected or intertwined, and the Monogram may never be redrawn or altered in any way.

- **Use the signature Monogram with another design or word mark**, not with a legal name. Do not use the Dynamic Monogram.
- **Enclose the Monogram within a square having a solid background**.
  - Maintain a minimum distance equal to ¼ the diameter of the Monogram between the edge of the Monogram and the edges of the square.
  - Use the *reverse* signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website or Hotline. (For information on using this computer font, see document **382**, *GE Logo Font*.)
  - *Do not* use the positive Monogram and *do not* use the Monogram without the square.
- **Enclose the other mark within a separate square or horizontal rectangle having the same solid background.** Depending on the relationship between the height and width of the other mark, the length of the enclosing rectangle may vary.

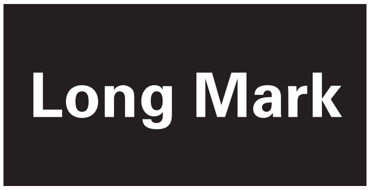
  When the other mark is enclosed within a square, the height of the mark may be equal to but no larger than the diameter of the Monogram. Within a rectangle, the height of the other mark should be sized to visually balance the Monogram. Note: In artwork, use a reverse reproduction proof of the other mark. *Do not* use the mark without the enclosing shape.

continued

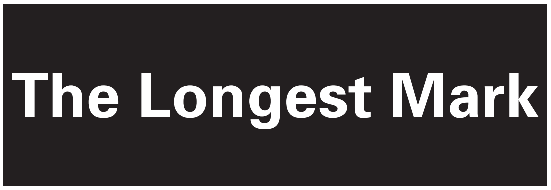




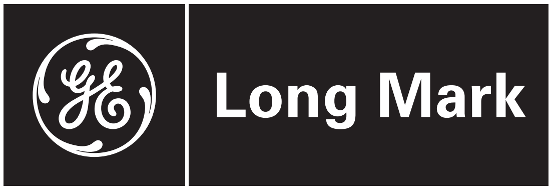
1 : 1 (Height : Length)



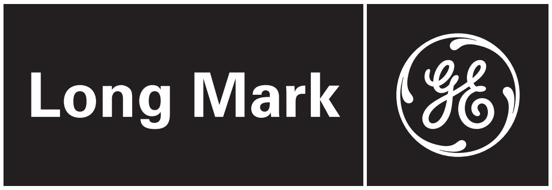
1 : 2 (Height : Length)



1 : 3 (Height : Length)



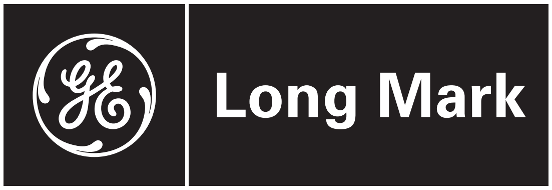
Preferred



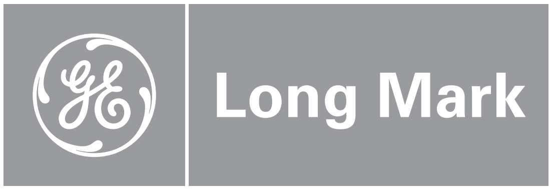
Alternative

- **Position the Monogram/square to the left of the other mark/rectangle**. The height of the two enclosing shapes must be equal.

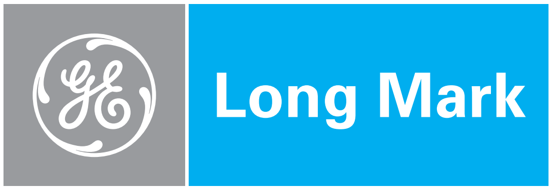
  As an alternative, the Monogram/square may be placed to the right of the mark/rectangle. However, no other configuration is acceptable; *do not* position the Monogram/square above or below the other mark/rectangle.



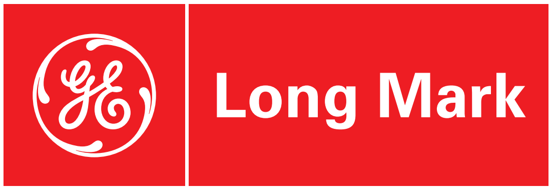
- **Leave space between the enclosing shapes**. The minimum space between the two shapes equals the thickness of the narrowest portion of the curlicues in the Monogram; this space may be larger. *Do not* join the two shapes together; *do not* connect or intertwine the Monogram with the other mark.



Preferred



Alternative 1



Alternative 2

- **Use one of the following color treatments:**

- *Preferred:* Use Platinum Grey in the background of both enclosing shapes; reverse the Monogram and the other mark in white, off-white, or very light grey.

- *Alternative 1:* Use Platinum Grey in the background of the square enclosing the Monogram; reverse the Monogram in white, off-white, or very light grey. Use another color (such as the partner's standard color) in the background of the rectangle enclosing the other mark; reverse the other mark in white, off-white, or very light grey.

- *Alternative 2:* Use any appropriate color in the background of both enclosing shapes; reverse the letters/curlicues of the Monogram and the other mark in white, off-white, very light grey, or any other appropriate color, provided that the color used in the letters/curlicues is lighter than the color used in the field of the Monogram and in the background of the square enclosing the Monogram.

continued

- **Keep joint marks free and clear from phrases such as** “A Joint Venture of….” Place such a phrase under the legal name of the joint venture in, for example, an address block.

Note: A joint venture graphic identifier *does not* take the place of a joint venture legal name. To the extent required to clearly identify a joint venture as a separate legal entity, the joint venture legal name also must be used in applications: for example, in an address block.

Once the design and layout of the joint marks has been approved (as described on page 32), use the joint marks in place of the signature Monogram in a graphic signature in any program application.

For guidelines on the construction of graphic signatures and specification of signature typography, see document **131**, *Graphic Signatures,* pages 10 to 18, bearing in mind these points:

- Your graphic signature is composed of three elements—joint marks, signature typography, and the Laser Line. *Do not* eliminate any element unless expressly authorized for a particular application in document **200**, *Application Standards.*

- When substituting joint marks for the signature Monogram in graphic signatures, construct the signatures according to the drawings in document **131**, *Graphic Signatures,* pages 10 to 18, *except*

  - *for the value of D,* use the height dimension of the enclosing shapes *(not* the diameter of the Monogram used in the joint marks *nor* the height of the other mark)

  - *for dimensions given between the edge of the signature Monogram and any other element* (such as the Laser Line or the edge of a format), measure from the edges of the enclosing shapes of the joint marks

- The Laser Line may be reproduced only in Laser Red, Platinum Grey, white, or black. Do not use any other color in the Laser Line.

For guidelines on specific program applications, see document **200**, *Application Standards.*

As an option at levels 2 and 3 of joint venture identification, in *marketing applications* (such as product identification, promotion, and advertising) a graphic signature featuring only the signature Monogram may be used (instead of the graphic signature with joint marks or the two separate marks, shown on page 31). Note: The joint venture identifier *must* still be used in *company applications* such as stationery, signs, and vehicles.

If you choose this option, it is imperative that you understand the distinction between the proper use of the GE trademarks alone in these marketing applications and the *misuse of these marks* as trade names *in the same applications or in the joint venture company applications, as explained at the right.*

The distinction between proper use of the marks as trademarks and improper use as trade names is subtle and requires vigilant policing by the Company. As a joint venture, you must participate with GE in periodic reviews of your applications to ascertain correct and consistent use of the GE trademarks.

As noted on page 10,

- **the primary GE trademarks** are the letters "GE" in the form of
  - *the Monogram*
  - *block letters*

- **General Electric Company uses these forms as**
  - *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
  - *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, "For over 100 years, GE has served the electric power industry."

If you choose to use the GE trademarks *instead of the joint venture identifier* to identify products or services, your license restricts the use of the GE trademarks to identify only specified products and/or services. You are not licensed to use the GE trademarks alone or any similar marks or terms as trade names to identify the joint venture, its facilities, or its property.

You may never use the GE trademarks as trade names because such use misrepresents the joint venture as General Electric Company and is likely to confuse the public.

Specifically,

- **you may never use the GE trademarks (except in the joint venture identifier) predominantly on a business document such as the joint venture letterhead;** instead, you must use predominantly the joint venture identifier
- **you may never include in joint venture product or advertising copy statements such as "Call GE at 1-800-555-7878 for product information";** instead, you must use the joint venture communicative name: for example, "Call GE-Fanuc Automation at 1-800-555-7878 for product information"
- **you may use the GE trademarks alone on joint venture business documents** when the use is clearly a trademark use, identifying a brand of products or services, and the predominant identifier on the document clearly identifies the joint venture as a party distinct from General Electric Company

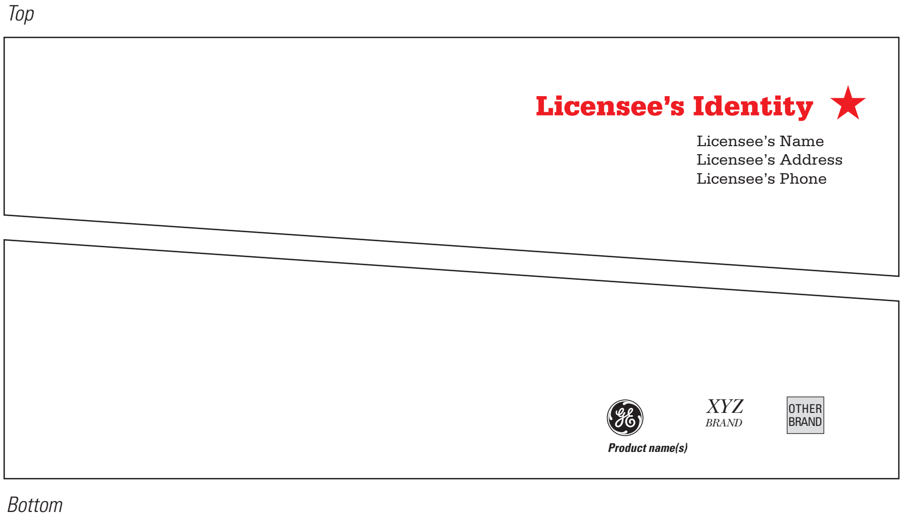
Examples of how you may use GE trademarks in joint venture business documents appear on the following pages.

Note: If you misuse the primary GE trademarks as trade names or fail to comply with GE's use requirements, the joint venture license may be terminated.

continued

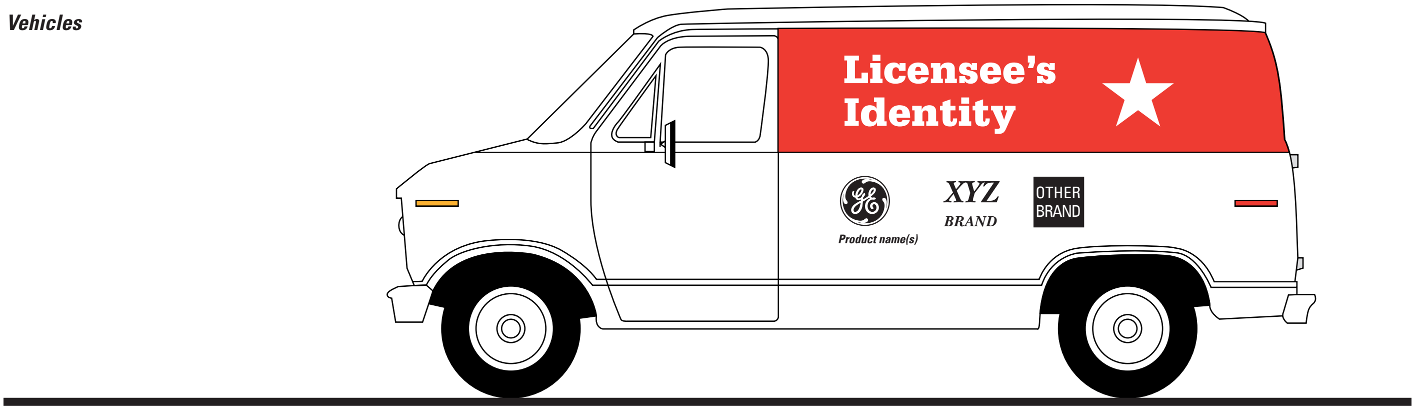
	For these applications:	use this identity:
Company applications	• recruitment advertising • employee communications • supplier communications • checks • business forms not specific to licensed products	**GE-approved joint venture identifier** *Note: Except in the joint venture identifier, do not use GE trademarks.*
Company applications with incidental marketing value	• stationery • facility signs • vehicles • dealer communications • business forms specific to licensed products	**dominant:** **GE-approved joint venture identifier** subordinate: GE trademarks with appropriate product name(s)
Marketing applications	• product identification • packaging • product literature • sales promotion • advertising	**dominant:** **GE graphic system** subordinate: statement identifying GE trademarks, trademark owner, and licensee

Stationery

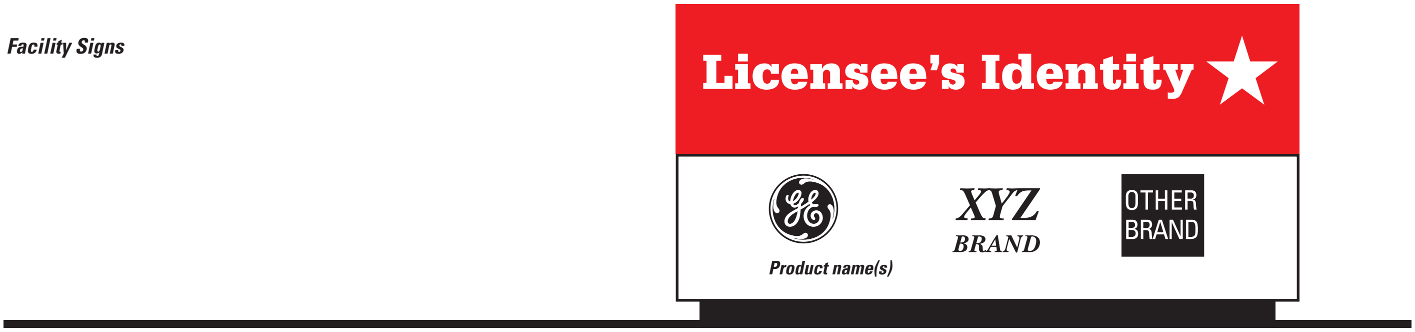


continued

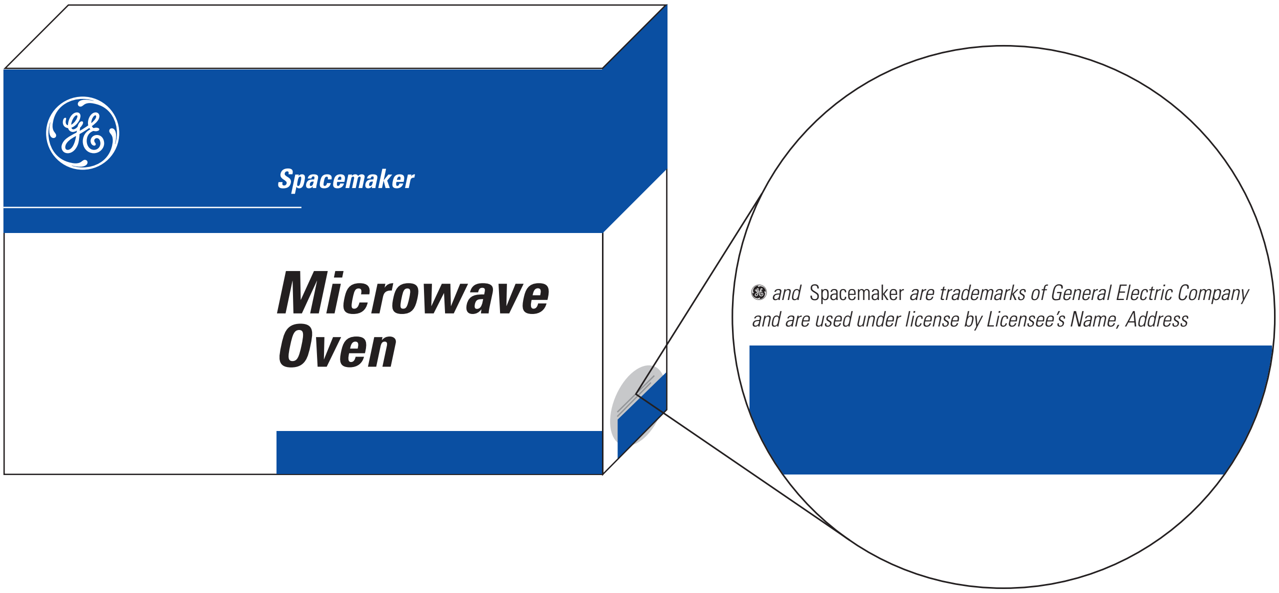
Vehicles


Licensee's Identity
XYZ BRAND
OTHER BRAND
Product name(s)

Facility Signs


Licensee's Identity
XYZ BRAND
OTHER BRAND
Product name(s)

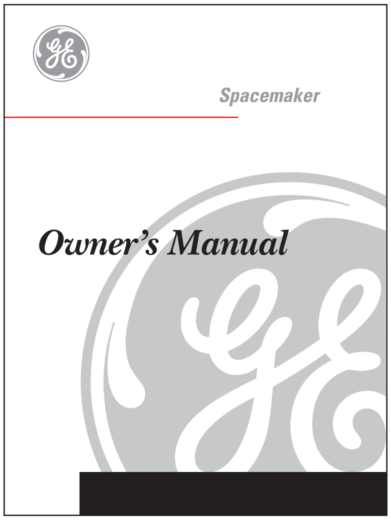
Packages


Spacemaker
Microwave Oven

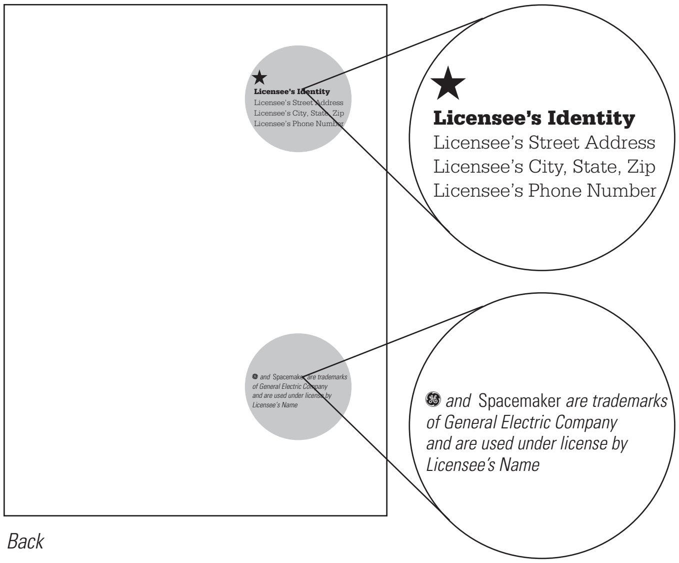
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name, Address

continued

Product Literature

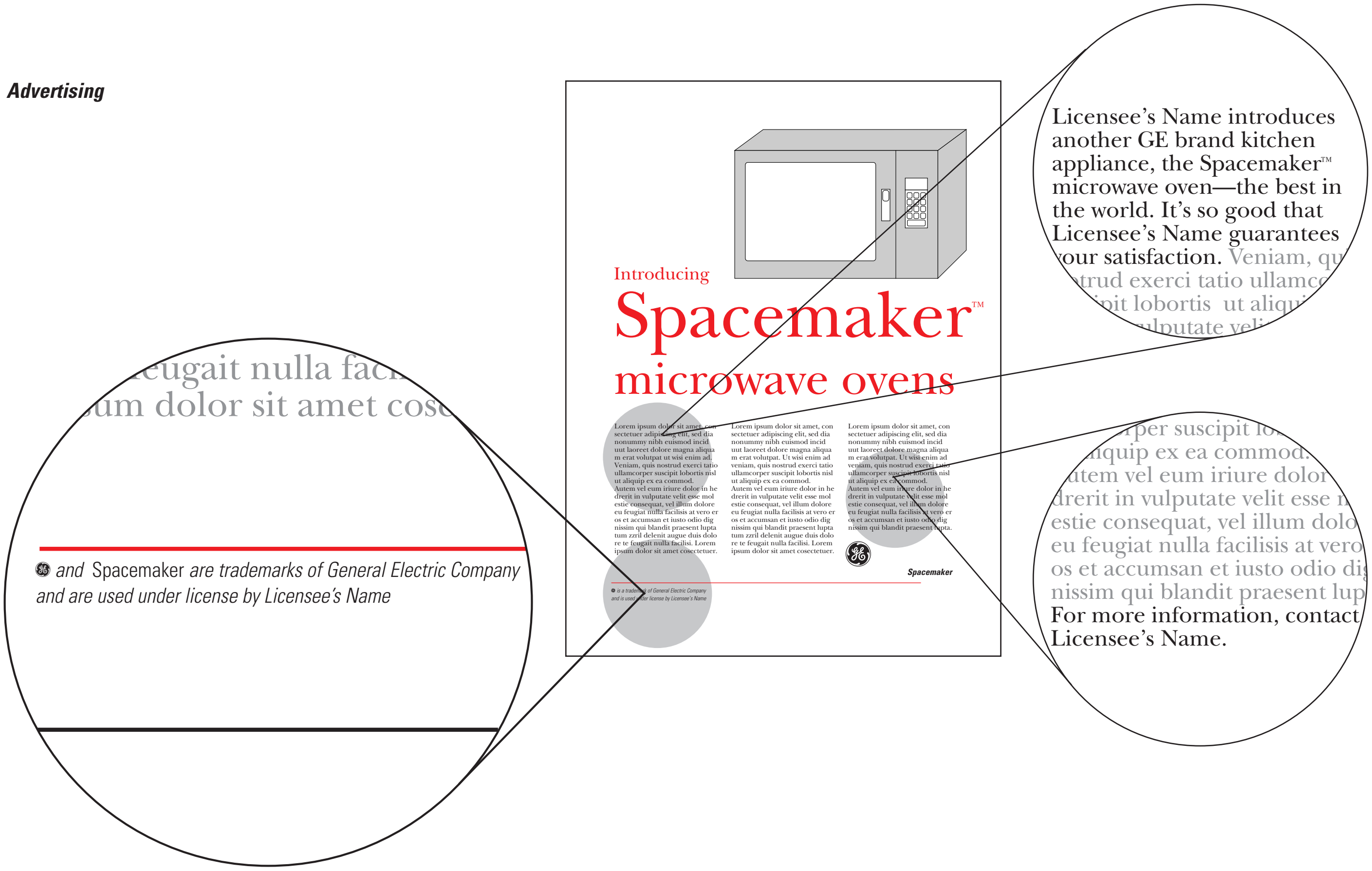

Spacemaker
Owner's Manual

Front


Licensee's Identity
Licensee's Street Address
Licensee's City, State, Zip
Licensee's Phone Number
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

Back

Advertising


Introducing
Spacemaker™
microwave ovens
Spacemaker
Licensee's Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It's so good that Licensee's Name guarantees your satisfaction.
For more information, contact Licensee's Name.
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

Joint Projects

Name & Trademark Practices

These standards apply to joint projects that use the GE name and/or trademarks. For the purpose of this document, a joint project is an *ad hoc* relationship between GE and another company to handle a project, bid a job, market a product, and so on.

As a joint project and a user of the GE trademarks, you are entrusted with a valuable property. You share with GE and others the responsibility to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to the correct use of the GE trademarks and outlines what is expected of all joint projects using the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the comprehensive set of documents, *GE Identity Program Standards & Guidelines*. These documents are available from the GE Identity Website or Hotline.

Joint Projects Name & Trademark Practices

Contents

Introduction **344**.02

GE Identity Overview **344**.10

GE Graphic System **344**.11

Joint Projects

Graphic Identifiers **344**.41
Application Guidelines **344**.42

The purpose of this guide is to

- **demonstrate alternative *graphic identifiers* for a joint project with GE**
- **define the marketing conditions under which each is most appropriate**

In addition, these guidelines provide a general indication of how the GE name and trademarks must be used in joint project applications such as stationery, signs, vehicles, product promotion, and advertising.

To ensure clear and consistent association of GE, the identification of all joint projects using the GE identity must

- *optimize the visibility of the GE name and/or trademarks in view of prevailing marketing conditions*

- *meet the requirements of sound trademark practice*
  Trademarks and service marks are protected in the United States *only* by continued and proper use, not official registration. (Registration of a mark in the U.S. Patent & Trademark Office merely establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) Therefore, it is imperative that you, as an authorized user of the GE marks, understand and practice proper use.

By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use, which in turn helps protect the marks and enhance their value.

Protection of Trade Name & Trademark Rights

When a joint project is formed, agreements between the partners must stipulate that

- the use of each partner's name and/or mark in conjunction with the joint project will inure to the benefit of only the joint project
- the other partner(s) will not use any names or marks confusingly similar to those used by the joint project

GE

The primary GE trademarks are the letters "GE" in the form of

- *the Monogram*
- *block letters*

as shown at the left.

General Electric Company uses these forms as

- *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
- *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, "For over 100 years, GE has served the electric power industry."

Note: Correct trademark practice requires that joint projects using the GE identity use the GE graphic system as specified in

- **this guide**
- ***GE Identity Program Standards & Guidelines,*** available from the GE Identity Website or Hotline

In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company's integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 11) helps to communicate GE's attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

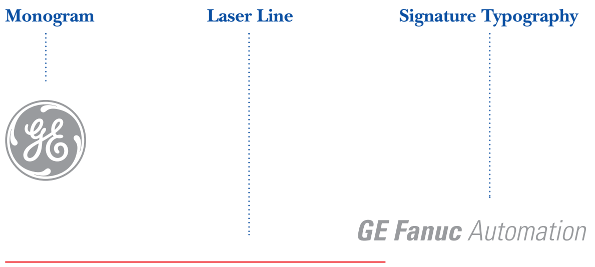
- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

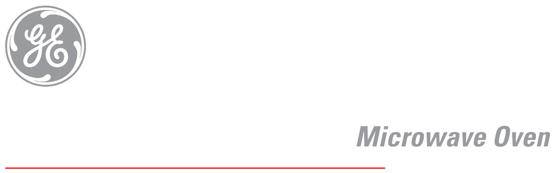
Dynamism and innovation are conveyed by

- using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - *the Laser Line*, suggesting high technology
  - *the italic typeface Univers*, suggesting forward movement
  - *an asymmetrical layout*, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.





Spacemaker™

Univers 68
Univers 48

ITC New Baskerville
ITC New Baskerville Italic
ITC New Baskerville Bold
ITC New Baskerville Bold Italic

Platinum Grey

Laser Red

The graphic signature is the fundamental visual device used in the GE graphic system. It consists of

- *the Monogram trademark*
- *signature typography* (Univers 68 and, if needed, Univers 48; as an option for product names, ITC New Baskerville Italic)
- *the Laser Line*

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a

- *communicative name*
- *generic product description*
- *secondary word mark*

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes

- *ITC New Baskerville series* for all headlines and text
- *Univers series* for typographic accents such as captions and page numbers

Program colors include

- *Platinum Grey, black, or white* for the Monogram and signature typography; other colors are used in the background, and the signature elements are reversed in white or overprinted in black
- *Laser Red, Platinum Grey, black, or white* for the Laser Line; no other color may be used

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document **200**, *Application Standards.*

Note: Only joint projects that use level 1 or 3 graphic identifiers (shown on page 41) use the GE graphic system.

Joint projects that use level 2 identifiers may not use the GE graphic system.

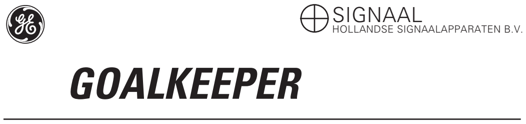
Depending on the relative dominance of GE in the marketplace, a joint project may be identified with any of several different graphic identifiers, as shown below.

Approvals
Identifiers in which the Monogram and/or the name "GE" is used with another mark must be approved by the Manager – Corporate Identity, GE Corporate Marketing Communications, 3135 Easton Turnpike, Fairfield, Connecticut 06431.

Market Considerations | ***Graphic Identifier*** | ***General Guidelines***

Level 1

The project or product name and/or secondary word or design mark has considerable equity.



- Use a graphic identifier containing the secondary name or word mark, endorsed by both the Monogram and the other company's mark. See page 42.
- Although not required, applications may be developed by adapting *GE Identity Program Standards & Guidelines*, using the graphic identifier in place of a graphic signature.

Level 2

The project or product name or mark has high equity and should be dominant over those of GE and the other company.

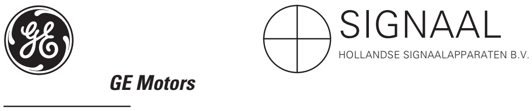
GOALKEEPER
GE/Signaal

GOALKEEPER
A GE/Signaal Joint Project

- Use a graphic identifier containing the word or design mark of the joint project, endorsed by only the GE name and the name of the other company.
- When creating applications, *do not* follow *GE Identity Program Standards & Guidelines*. Applications should not resemble those in the GE Identity Program.

Level 3

The project or product name or mark has no significant equity.



- Use the Monogram or a graphic signature together with the other company's mark—but not in close proximity. See page 42.
- Although not required, applications may be developed by adapting the guidelines in *GE Identity Program Standards & Guidelines*, using the graphic identifier in place of a graphic signature.
- As an option when using only "GE" in product branding, marketing applications may use a graphic signature featuring only the signature Monogram instead of the two separate marks.

Note: Some examples are hypothetical.
No recommendation is implied regarding the identification of a particular joint project.

When it is desirable to communicate that GE and another company are associated in a joint project, the Monogram (or a full graphic signature) may appear in the same format with the other mark—*but not adjacent to it.*

These guidelines have been prepared to help develop applications where the Monogram is used in the same format with another mark. References pertain to *GE Identity Program Standards & Guidelines*.

Note: To protect our trademark rights, the Monogram may never be redrawn or altered in any way.

When developing a layout for joint project applications in which the Monogram is used with another mark, carefully follow these guidelines:

- **Use the signature Monogram* with another design or word mark**, not with a legal name.
- Use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website or Hotline. (For information on using this computer font, see document **382**, *GE Logo Font*.)
- Do not use the Dynamic Monogram.
- For guidelines on the construction and use of graphic signatures, see document **131**, *Graphic Signatures*.

- **Position the signature Monogram* at the left in a format**. Maintain a minimum distance equal to 1⁄4 the diameter of the Monogram between the Monogram and the edges of the format.

- **Position the other mark at the right in a format.**

- **Size the Monogram* and the other mark to be visually balanced.** Note: The height of the other mark may be equal to but no larger than the diameter of the Monogram (or overall height of the graphic signature, if used).

- **When the Monogram is used (not a graphic signature), position the Laser Line below both marks, if desired.** Whenever possible, bleed the Laser Line off both the left and right edges of the format. When this is not possible, begin the Laser Line flush with the left edge of the signature Monogram and end it flush with the right edge of the other mark.

- **Reproduce the signature Monogram* in correct colors** according to the guidelines in document **132**, *Color.* Color samples are available from the GE Identity Website or Hotline.

  Note: If the Monogram* is reversed in white or overprinted in black on a colored background, the other mark should be treated in the same manner.

- **Reproduce the Laser Line in Laser Red,** Platinum Grey, white, or black only. *Do not* use other colors in the Laser Line.

*or a full graphic signature

Licensees

Trademark Practices

These standards apply generally to all licensed users of the GE trademarks.

As a licensee of the GE trademarks, you are an investor in a valuable property. You share with GE and its other licensees an opportunity and responsibility to protect and enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to the correct use of the GE trademarks and outlines what is expected of all licensees. Detailed usage standards and examples are contained in a separate manual, *GE Brand Identity Program: Practices for Licensees.*

Contents

GE Trademarks & Trade Names	**350**.02
GE Identity Overview	**350**.10
GE Graphic System	**350**.11
Five Basic Rules	**350**.20
Examples of Typical Applications	**350**.22
Reproduction Guidelines & Materials	**350**.60

The primary GE trademarks are the letters "GE" in the form of

- *the Monogram*
- *block letters*

as shown at the left.

General Electric Company uses these forms as

- *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
- *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, "For over 100 years, GE has served the electric power industry."

The purpose of this guide is to distinguish between

- **proper trademark usage**
- **improper trade name usage**

of the primary GE trademarks by licensees.*

Your license restricts your use of the primary GE trademarks to identify only your licensed products and/or services. You are not licensed to use the primary GE trademarks or any similar marks or terms as trade names to identify your company, your facilities, or your property.

You may never use the primary GE trademarks as trade names because such use misrepresents the licensee as General Electric Company and is likely to confuse the public:

- **You may never use the primary GE trademarks as the predominant identifier on a business document such as your company letterhead.**
- **You may never include in your product promotion or advertising copy statements such as "Call GE at 1-800-355-7878 for information on its products."**
- **You may use the primary GE trademarks on business documents** when both
  - the use is clearly a trademark use
  - the predominant identifier on the document clearly identifies the licensee as a party distinct from General Electric Company.

This guide provides examples of how the primary GE trademarks may be used in licensee business documents.

Note: Misuse of the primary GE trademarks as trade names or failure to comply with GE's usage requirements by licensees can result in termination of their licenses.

---

*Your license requires you to comply with trademark standards provided by GE. This guide contains general standards that are consistent with your license.

This guide may be revised to reflect changes adopted by GE to control its own use of the GE trademarks to identify products and/or services.

If this guide or its revisions are inconsistent with the clear language of your agreement or specific guidelines entered into pursuant to your agreement, such agreement or specific guidelines will control.

In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company's integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 11) helps to communicate GE's attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

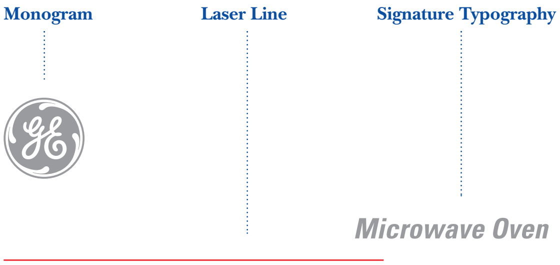
- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

Dynamism and innovation are conveyed by

- using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - *the Laser Line*, suggesting high technology
  - *the italic typeface Univers*, suggesting forward movement
  - *an asymmetrical layout*, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.



Spacemaker™

Spacemaker™
Microwave Oven

Univers 68
Univers 48

ITC New Baskerville
ITC New Baskerville Italic
ITC New Baskerville Bold
ITC New Baskerville Bold Italic

⬛ Platinum Grey
🟥 Laser Red

The graphic signature is the fundamental visual device used in the GE graphic system. It consists of

- *the Monogram trademark*
- *signature typography* (Univers 68 and, if needed, Univers 48; as an option for product names, ITC New Baskerville)
- *the Laser Line*

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a

- *generic product description*
- *secondary word mark*
- *secondary word mark + a generic product description*

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes

- *ITC New Baskerville series* for all headlines and text
- *Univers series* for typographic accents such as captions and page numbers

Program colors include

- *Platinum Grey, black, or white* for the Monogram and signature typography; other colors are used in the background, and the signature elements are reversed in white or overprinted in black
- *Laser Red, Platinum Grey, black, or white* for the Laser Line; no other color may be used

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document **200**, *Application Standards*.

Note: Correct trademark practice requires that licensees use the GE graphic system in all marketing applications such as packaging and advertising. See page 20 for the basic rules.

1. Do not use the GE graphic system in company (or corporate identity) applications.

Company (or corporate identity) applications include your company letterhead, business cards, forms and checks, facility signs, and vehicles. These applications are used to identify your company—*not General Electric Company*—as the originating source of your products and services.

Since GE uses the GE graphic system in all company or corporate applications, it would be confusing if licensees were also to use the system in their corporate applications.

To avoid misleading the public, your company applications must prominently feature your own company identity, *not the GE graphic system.*

If it is desirable to include the GE trademarks in these applications, use the Monogram (not a graphic signature) with product or service names in a clearly subordinate position, preserving clear and strong emphasis on your own company identity.

2. Use the GE graphic system in marketing applications.

Marketing applications include product identification, advertising, product literature, tradeshow exhibits, point-of-sale displays, packaging, and shipping cases and cartons.

Since these applications identify those of your products or services that are sold under the GE trademarks according to your licensing agreement, they should prominently feature the GE graphic system—*not your own company identity.*

In most of these applications, the name and address of your company are used: for example, in an address block.

However, in certain applications where identification of your company as the originating source of the products or services helps to avoid confusion with GE—for example, in trade show exhibits—your own company identity must be prominently featured and take precedence over the GE trademarks.

3. Use the tools the Company provides to implement the GE graphic system.

In all licensee applications, you are expected to uphold the standards controlling use of the GE trademarks provided by GE in the manual *GE Brand Identity Program: Practices for Licensees.*

Those standards specify the correct construction, reproduction, and use of the GE graphic system in all applications for licensees.

4. Participate in an annual applications review.

To help ensure that licensees are upholding the standards governing use and nonuse of the GE trademarks and graphic system, GE conducts an annual review of all licensees' applications that incorporate the GE trademarks.

At GE's request, you submit examples of applications for GE review and make known any problems ensuing from the standards.

To facilitate dialogue, you host a workshop at which GE's findings and recommendations are presented to those with hands-on responsibility for using the GE trademarks.

Note: Violations of standards must be corrected within the period specified by your license agreement.

5. Change your use of the GE trademarks or graphic system if and when GE changes them.

If GE changes any element or usage principle of the GE trademarks or graphic system, you must incorporate the changes as your applications are reprinted, retooled, and so on, unless such changes are inconsistent with the specifications of your license.

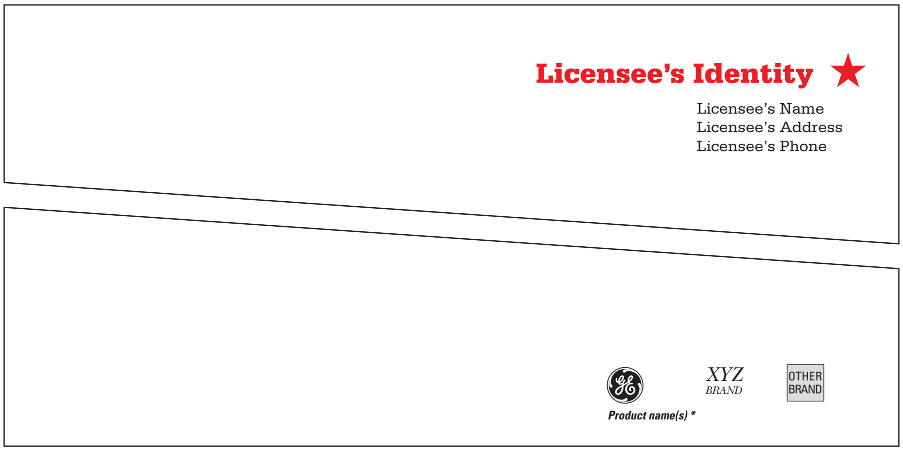
continued

	For these applications:	use this identity:
Marketing applications	• product identification • packaging • product literature • sales promotion • advertising	**dominant:** **GE graphic system** subordinate: statement identifying GE trademarks, trademark owner, and licensee
Company applications with incidental marketing value	• stationery • facility signs • vehicles • dealer communications • business forms specific to licensed products	**dominant:** **licensee's own company identity** subordinate: Monogram with generic product or service names or illustrations *Do not use graphic signatures.*
Company applications	• recruitment advertising • employee communications • supplier communications • checks • business forms not specific to licensed products	**licensee's own company identity** *Do not use the GE trademarks or graphic system.*

Typical applications demonstrating correct use of the GE brand identity and licensee's name and identity appear on the following pages.

Stationery

Top



Licensee's Identity ★

Licensee's Name
Licensee's Address
Licensee's Phone

XYZ
BRAND

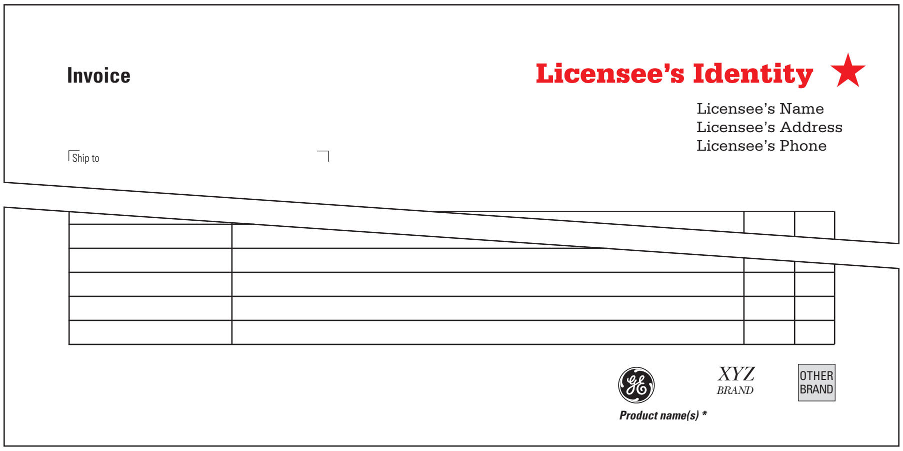
OTHER
BRAND

Product name(s) *

Bottom

Business forms specific to licensed products or services

Top



Invoice

Licensee's Identity ★

Licensee's Name
Licensee's Address
Licensee's Phone

Ship to

XYZ
BRAND

OTHER
BRAND

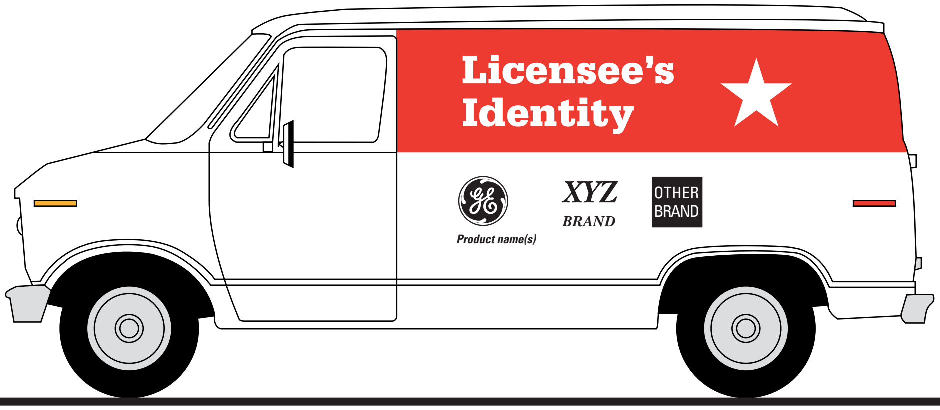
Product name(s) *

Bottom

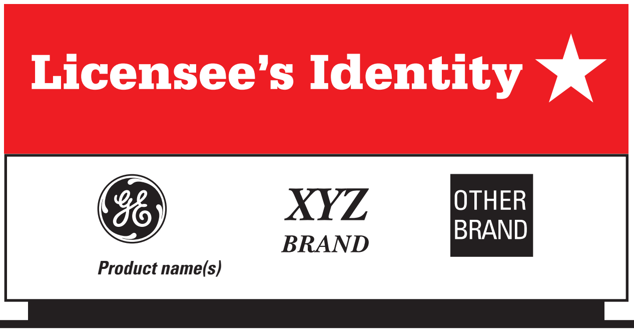
*Products licensed to use the GE trademarks should be shown or listed on stationery, forms, signs, and vehicles. List the product(s) under the Monogram if the name or illustration does not appear elsewhere on the specific application.

continued

Vehicles

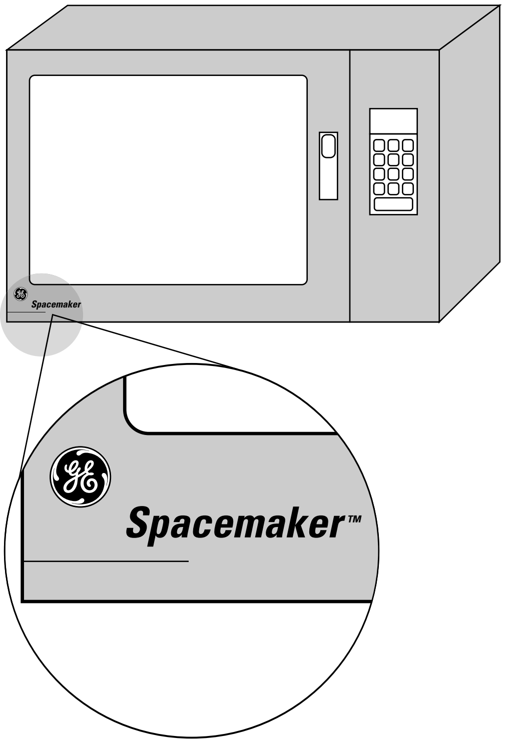

Licensee's Identity
Product name(s)
XYZ
BRAND
OTHER
BRAND

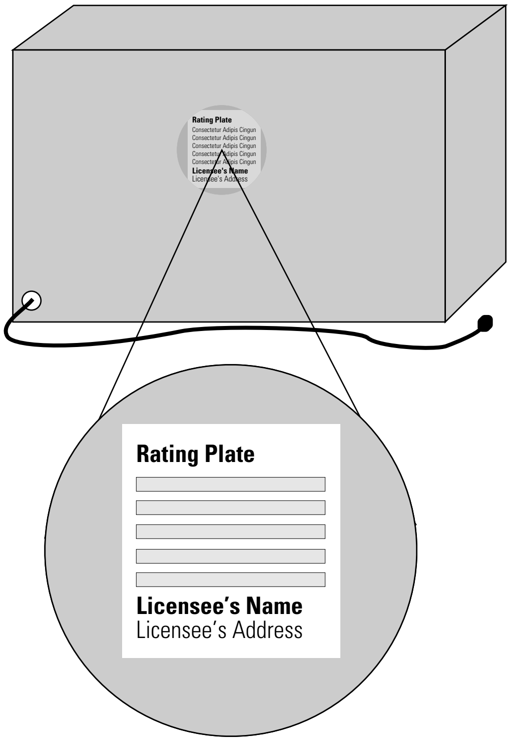
Facility Signs


Licensee's Identity
Product name(s)
XYZ
BRAND
OTHER
BRAND

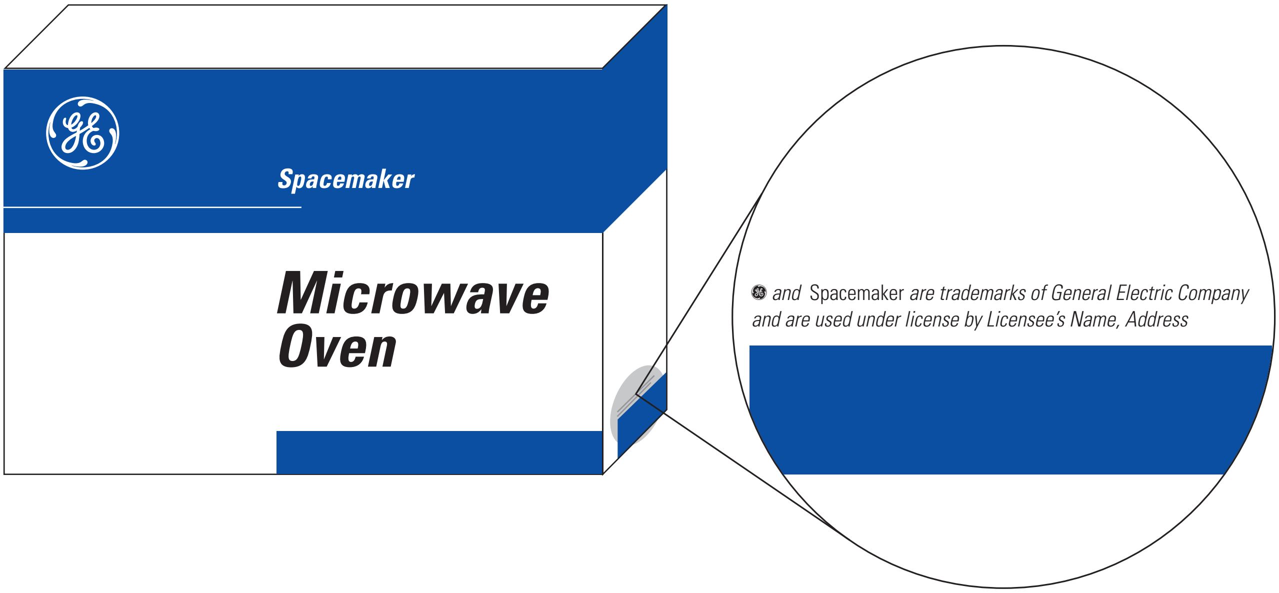
continued

Products


Spacemaker
Spacemaker™

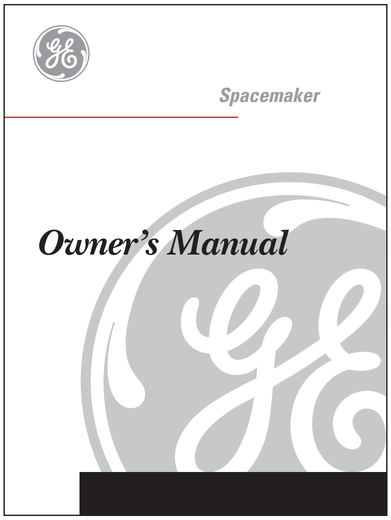

Rating Plate
Consectetur Adipis Cingun
Consectetur Adipis Cingun
Consectetur Adipis Cingun
Consectetur Adipis Cingun
Consectetur Adipis Cingun
Licensee's Name
Licensee's Address
Rating Plate
Licensee's Name
Licensee's Address

Packages

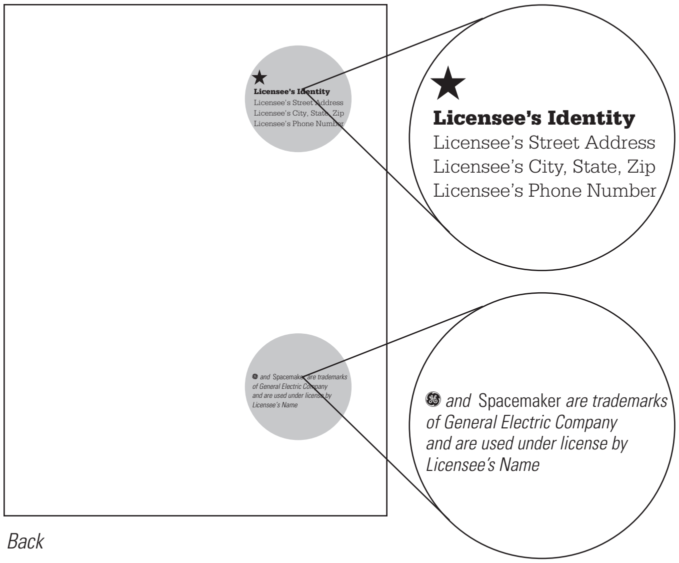

Spacemaker
Microwave Oven
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name, Address

continued

Product Literature

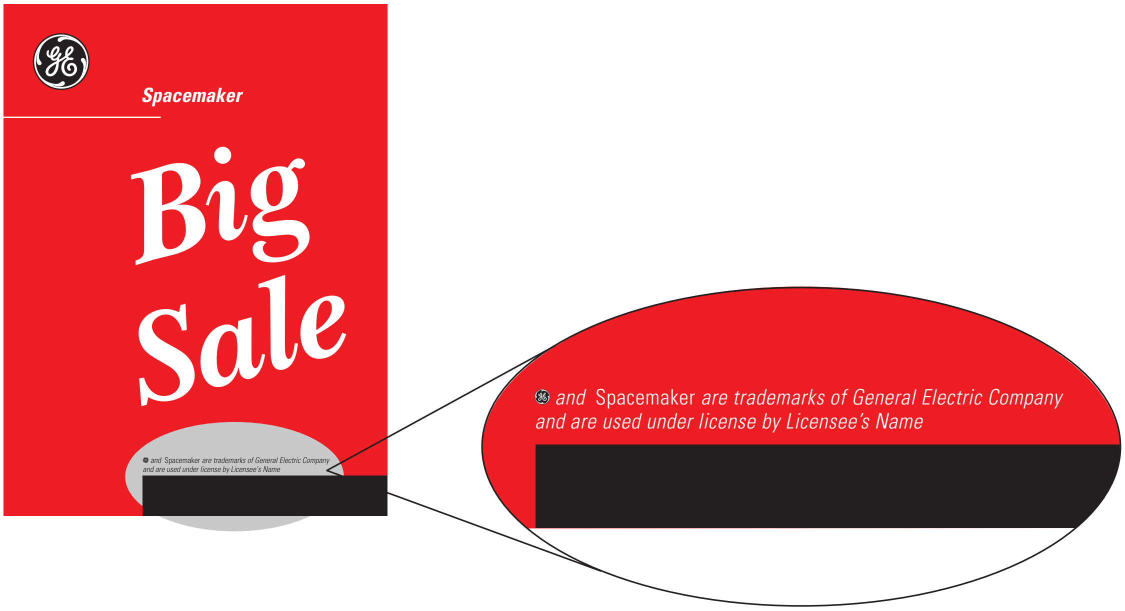

Spacemaker
Owner's Manual

Front


Licensee's Identity
Licensee's Street Address
Licensee's City, State, Zip
Licensee's Phone Number
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

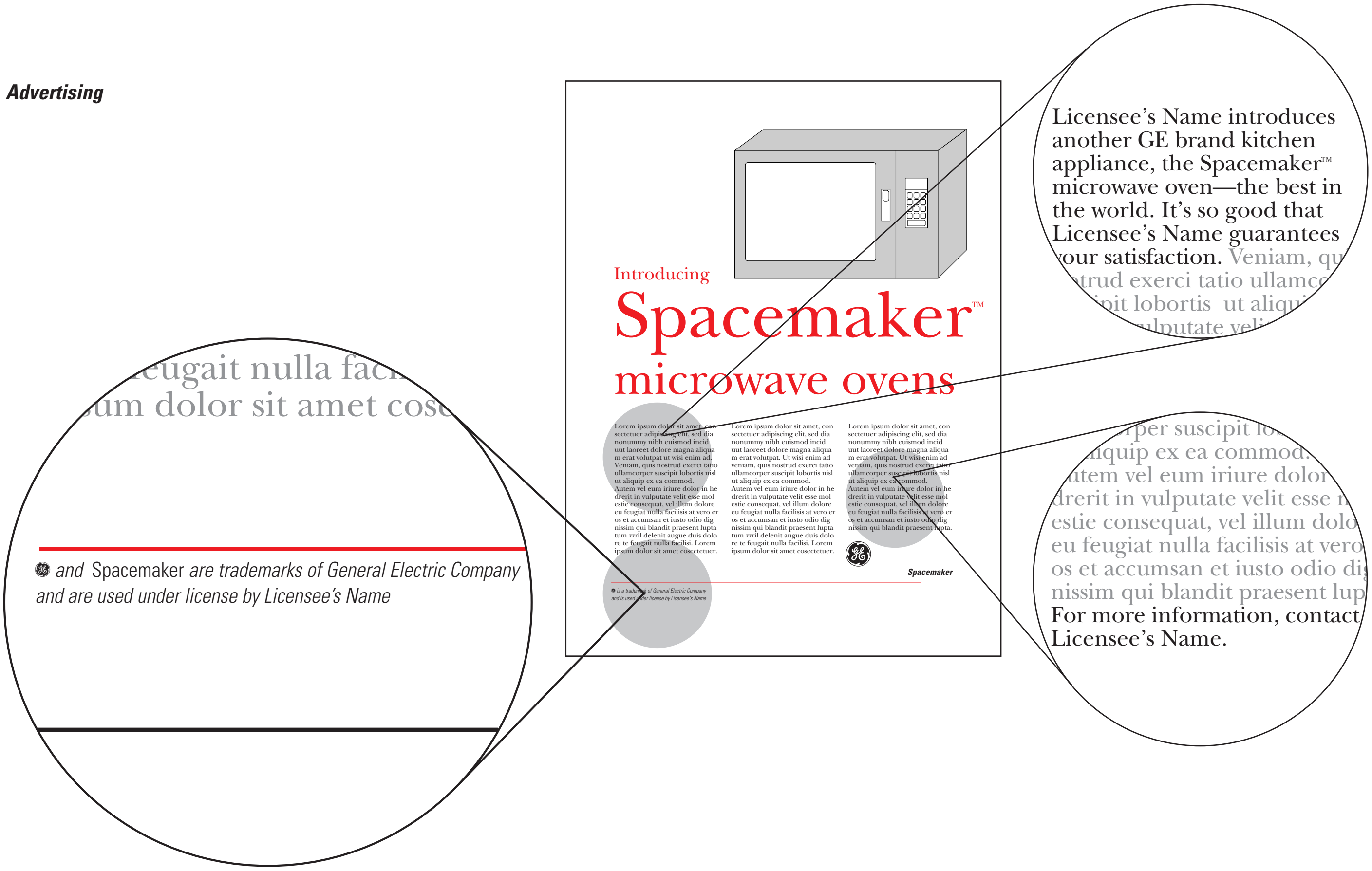
Back

Point-of-Sale Materials


Spacemaker
Big Sale
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

continued

Advertising



Introducing

Spacemaker™

microwave ovens

Licensee's Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It's so good that Licensee's Name guarantees your satisfaction. Veniam, qu… …trud exerci tatio ullamco… …ipit lobortis ut aliqui… …ulputate veli…

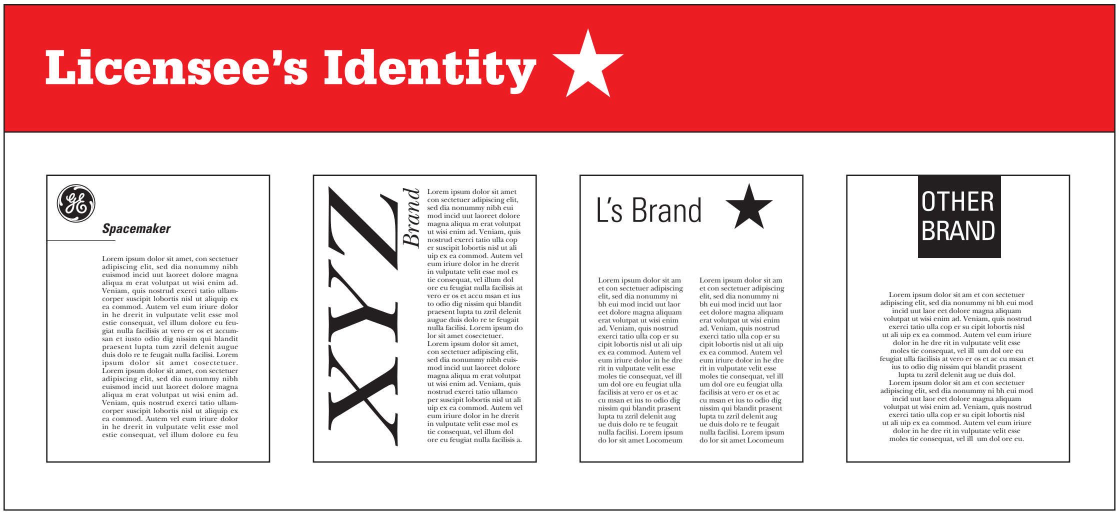
…rper suscipit lo… …iquip ex ea commod. …utem vel eum iriure dolor… …drerit in vulputate velit esse m… estie consequat, vel illum dolo… eu feugiat nulla facilisis at vero… os et accumsan et iusto odio di… nissim qui blandit praesent lup… For more information, contact Licensee's Name.

…eugait nulla faci… …um dolor sit amet cos…

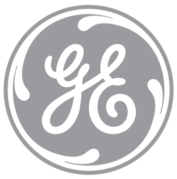
and Spacemaker are trademarks of General Electric Company and are used under license by Licensee's Name

Spacemaker

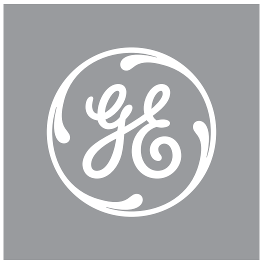
Exhibits



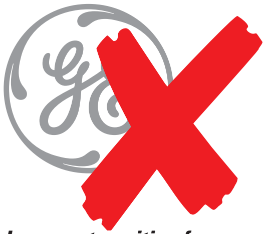
The Monogram is an original hand-lettered design which may never be redrawn or altered in any way. For correct and consistent display of this trademark, *always* use official reproduction materials. *Never* reproduce the signature Monogram from second-generation photostats or other unauthorized copies.



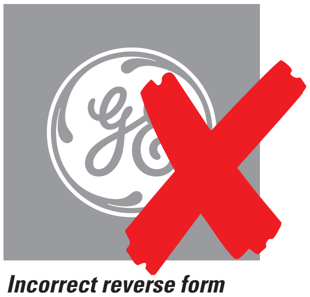
Correct positive form



Correct reverse form



Incorrect positive form



Incorrect reverse form

In both the positive and reverse forms, reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the correct examples above.

The following reproduction materials are available from the GE Identity Website or Hotline to all licensees of the GE trademarks and their suppliers:

- **GE Logo Font** (item 551), custom fonts for Windows and Macintosh computers, including all versions of the
  - signature Monogram
  - Dynamic Monogram
  - linear Dynamic Monogram

  (For information on using this computer font, see document **382**, *GE Logo Font.*)

- **signature Monogram grid drawings** (item 540), laser-printed drawings used in large-scale manual enlargement, including
  - positive
  - reverse

- **color samples** (item 560), offset-printed sheets used to establish visual standards for match color reproduction, including one uncoated and one coated sheet of
  - Platinum Grey
  - Laser Red
  - GE Grey & Metallic Color Palette
  - GE Dark Color Palette
  - GE Bright Color Palette

Sales & Service Businesses

Trademark & Graphic System Practices

These guidelines apply to all sales and service businesses authorized to use the GE identity, including

- **dealers**
- **distributors**
- **sales representatives**
- **repair shops**

The GE identity—the Company's name and trademarks and their graphic presentation—is of enormous commercial value to the Company and all businesses selling or servicing GE products. The Monogram is one of the best-known and most highly regarded trademarks in the world. People everywhere know that it symbolizes quality products and services from a company with a reputation for dependability and integrity.

As a user of the GE trademarks, you enjoy the benefits of this valuable property, leveraging this asset for competitive advantage every day, and you share with GE an opportunity and responsibility to enhance the value of this property—to protect and strengthen the unique attributes of the GE trademarks for the future.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others' correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, we can help ensure that we each get maximum impact from these valuable assets.

This document provides guidelines for correct use of the GE trademarks and graphic system and outlines what is expected of distribution and service businesses representing GE.

Sales & Service Businesses Trademark & Graphic System Practices

Contents

Introduction **360**.02

GE Trademarks & Trade Names **360**.10

GE Identity Overview **360**.11

GE Graphic System **360**.12

Five Basic Rules **360**.15

Use of GE Trademarks & Name
outside the U.S.A. **360**.20
in the United Kingdom **360**.25

Applications:
Advertising **360**.30
Promotional Materials **360**.35
Print & Product Literature **360**.36
Signs **360**.38
Vehicles **360**.40
Stationery **360**.45
Business Forms **360**.50

Reproduction Guidelines & Materials **360**.60

As a GE dealer, distributor, sales representative, or repair shop, you are an essential and highly visible part of GE's business effort. Although you are not part of the Company, you advertise, show, and sell our products, explain and provide our services, and represent GE to our customers.

It is imperative that you, as an authorized sales and service partner with GE, understand and practice proper use of the GE trademarks because trademarks and service marks are protected in the United States *only* by continued and proper use, not official registration. Registration of a mark in the U.S. Patent & Trademark Office merely establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.

These guidelines indicate how the GE trademarks and the related graphic system may be used in your marketing applications, such as advertising and sales promotion, and the limitations of their use in your company applications, such as stationery and business forms.

Note: You must be authorized to use the GE trademarks to promote the sale of GE products. Such privileges of trademark use are usually granted in writing as a provision of a sales or service contract that you have with a GE business.

GE

The primary GE trademarks are the letters “GE” in the form of
- *the Monogram*
- *block letters*

as shown at the left.

General Electric Company uses these forms as
- *trademarks* to identify its products and services (for example, in marketing applications such as packaging and advertising)
- *a trade name* to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, “For over 100 years, GE has served the electric power industry.”

This document
- ***distinguishes* between proper trademark use and improper trade name use of the primary GE trademarks**
- ***demonstrates* the proper use of the GE trademarks in distribution and service businesses applications**

You are restricted to using the primary GE trademarks to identify only GE products and/or services. You are not allowed to use the primary GE trademarks or any similar marks or terms as trade names to identify your company, your facilities, or your property.

To benefit from the enormous selling power of the marks while at the same time protecting them, you must use the GE trademarks consistently and correctly according to this guide.

You may never use the primary GE trademarks as trade names because such use misrepresents your company as General Electric Company and is likely to confuse the public:

- **You may never use the primary GE trademarks as the predominant identifier on a business document such as your company letterhead.**

- **You may never include in your product promotion or advertising copy statements such as “Call GE at 1-800-555-7878 for information on its products.”**

- **You may use the primary GE trademarks on some business documents** when both
  - the use is clearly a trademark use
  - the predominant identifier on the document clearly identifies your company as a party distinct from General Electric Company.

This guide provides examples of how the primary GE trademarks may be used in a subordinate way on some business documents.

In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company's integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 12) helps to communicate GE's attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

Dynamism and innovation are conveyed by

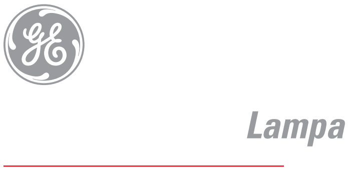
- using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - *the Laser Line*, suggesting high technology
  - *the italic typeface Univers*, suggesting forward movement
  - *an asymmetrical layout*, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

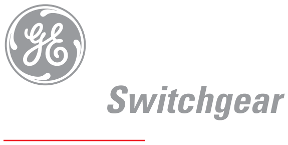
GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.

Note: Correct trademark practice requires that distribution and service businesses handling GE products use the GE graphic system as specified in this guide in all marketing applications, such as advertising and sales promotion.

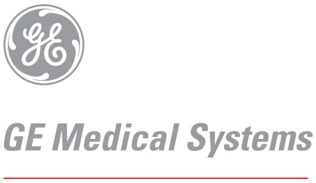
Primary Signature



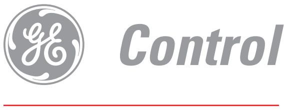
Compact Signature



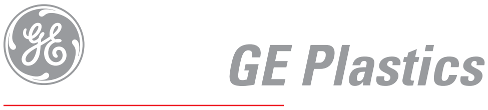
Vertical Signature



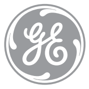
Special Signature A



Special Signature B



Monogram Alone



Graphic Signatures

The graphic signature is the fundamental visual device used to identify GE products and services. It consists of

- *the signature Monogram,* a refined drawing of our highly regarded, 100-year old symbol
- *signature typography,* containing the message of the signature
- *the Laser Line,* a fine horizontal line suggesting precision and high technology

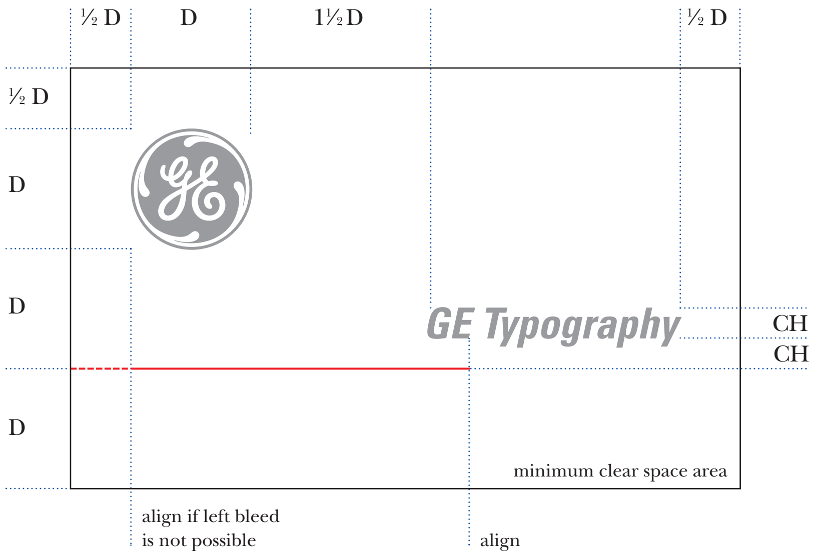
To satisfy varying needs, the elements of a graphic signature may be arranged in three basic configurations:

- ***primary signature,*** preferred in all media
- ***compact signature,*** a more condensed version used where space limitations prohibit use of the primary signature
- ***vertical signature,*** used in narrow formats or where a vertical emphasis is desired

In certain applications, other signature arrangements may be used:

- ***One of two special signatures*** may be used where space is restricted. (Note: *If necessary*, the Laser Line may be eliminated in the special signatures.)
- ***The Monogram alone*** may be used where there is no need or space for signature typography.

continued



Primary Signature Construction Drawing

D =
diameter
of signature Monogram

CH =
capital height
of signature typography

Note:
All dimensions are given at their minimum specification.

Signature Construction

The elements of a graphic signature are separated by minimum spaces based on the diameter (D) of the signature Monogram and the capital height (CH) of the signature typography, as shown in the construction drawing of the primary signature at the left.

The capital height (CH) of the typography used in graphic signatures is based on the diameter of the signature Monogram. It may equal ¼, ⅓, ½, or ¾ the diameter (D) of the signature Monogram. In the example, the capital height/Monogram ratio is ¼.

The Laser Line is positioned below the Monogram and signature typography and, whenever possible, bleeds left off the format. When this is not possible, the Laser Line should align with the left margin of the format or the left edge of the Monogram.

In the primary and compact signatures and in special signature B, the Laser Line ends as follows:

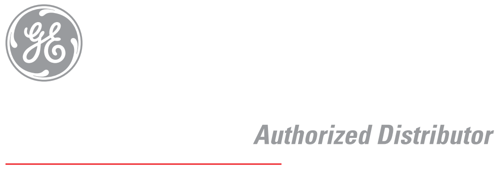
- *If the name "GE" appears at the beginning of the signature typography,* it ends flush right with the letter "E" in "GE."
- *If the first word is short,* it ends at the end of the first word.
- *In other cases,* it ends at a point to the right of the beginning of the signature typography equal to 1½ times its capital height.

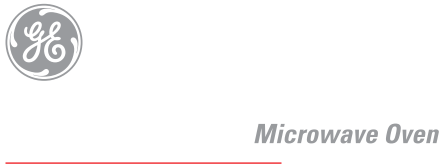
In the vertical signature and special signature A, the Laser Line always extends right to the end of signature typography.

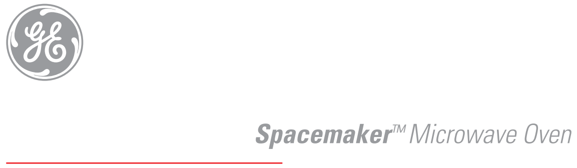
The Laser Line never bleeds right, and it is always cut square (not angled to match the angle of the italic typography).

The Laser Line should be as thin as possible, provided it is clearly visible and can be easily reproduced. The minimum thickness of the Laser Line is ½ point.

continued







Signature Content
A key feature of graphic signatures is that their messages may vary, depending on the application in which they are used. For example, in signs the graphic signature may contain the "Authorized Dealer" legend, and in product literature, a secondary word mark may be used.

Signature Typography
Univers 68 and, if needed, Univers 48, are used in most graphic signatures. If the message in a graphic signature consists of two parts, Univers 48 may be used for differentiation, as shown. As an option for product names, ITC New Baskerville Italic may be used.

Generally, graphic signatures are typeset in a single size, as discussed on page 13, but in a two-part signature, the longer part may be reduced so its capital height equals $\frac{3}{4}$, $\frac{1}{2}$, or $\frac{1}{3}$ the capital height of the shorter part, provided the reduced part remains clearly legible at the viewing distance typical for the application.

Signature typography is set in capital and lowercase letters, and multiple lines are aligned flush left.

Platinum Grey Laser Red

Colors

Two GE colors may be used in graphic signatures, as shown in the examples at the left:

- *Platinum Grey*, in the signature Monogram and signature typography
- *Laser Red*, in the Laser Line

Signatures also may be reproduced entirely in Platinum Grey, black, or white. Any color may be used in the background, with the signature reversed in white or overprinted in black.

Color samples of Platinum Grey and Laser Red for visual matching are available from the GE business that you represent.

Univers 68
Univers 48

ITC New Baskerville
ITC New Baskerville Italic
ITC New Baskerville Bold
ITC New Baskerville Bold Italic

Program Typography

In permanent media such as stationery, signs and vehicles, packaging, and product identification, Univers is used for all typography.

In promotional applications such as advertising, brochures, product literature, and sales promotion materials, ITC New Baskerville is used for all headings and text. Univers may be used as a typographic accent: for example, in page numbers and captions.

1. Do not use the GE graphic system in company (or corporate identity) applications.

Company (or corporate identity) applications include your company letterhead, business cards, forms and checks, facility signs, and vehicles. These applications are used to identify your company—not General Electric Company —as the supplier of GE products and services.

Since GE uses the GE graphic system in all company or corporate applications, it would be confusing if sales and service businesses were also to use the system in their corporate applications.

To avoid misleading the public, your company applications must prominently feature your own company identity, not the GE graphic system.

If it is desirable to include the GE trademarks in your company applications, use the Monogram or a graphic signature with product or service names in a clearly subordinate position, preserving clear and strong emphasis on your own company identity.

2. Use the GE graphic system in marketing applications.

Marketing applications include product advertising and literature, tradeshow exhibits, and point-of-sale displays.

Since these applications identify products or services sold under the GE trademarks according to your sales or service agreement, they should prominently feature the GE graphic system —*not your own company identity.*

In marketing applications, the name and address of your company must also be used: for example, in an address block.

However, in certain applications where identification of your company as the supplier of the products or services helps to avoid confusion with GE —for example, in tradeshow exhibits—your own company identity must be prominently featured and take precedence over the GE trademarks.

3. Thus, in general, for the following applications: use this identity:

Marketing applications	• product literature • sales promotion • advertising	**dominant: GE graphic system** subordinate: your name and address
Company applications with incidental marketing value	• stationery • primary facility signs • vehicles • business forms specific to licensed products	**dominant: your own company identity** subordinate: Monogram or graphic signature with generic product or service names or illustrations
Company applications	• recruitment advertising • employee communications • checks • business forms not specific to licensed products	your own company identity *Do not use the GE trademarks or graphic system.*

continued

4. In all applications, follow these general guidelines:

- **Use the communicative name "GE" to refer to the Company**. GE's communicative name no longer includes the misleading connotation "Electric," which now relates to only a few GE businesses.

  Note: "General Electric Company" is still used for legal purposes, and outside North America where "GE" is not commonly recognized, "General Electric" may be used.

- **Do not use the GE trademarks in any way that might mislead or confuse the public as to the independent relationship between your distribution or service business and GE.** To help clarify this relationship, you must prominently display the "Authorized" legend with "Dealer," "Distributor," "Sales Representative," or "Repair Shop" and applicable product illustrations or names.

- **Do not incorporate the GE trademarks into the name of a distribution or service business outside the Company.**

- **Prominently display your business name (and/or identity) in media.** Except in marketing applications (as listed under rule 3 on page 15), all GE identification must be less prominent than the name and/or identity of a distribution or service business outside the Company.

- **When displaying the name or illustration of a GE product, place the Monogram immediately next to it (for illustrations, superimposed over it).** The Monogram should never be overlapped by another graphic element.

- **If a GE product is not named or illustrated, do not use GE trademarks**. Every use of the Monogram must be in direct association with the names or illustrations of the GE products or services handled or with the products themselves.

- **Use only the following words in a graphic signature:**
  - "Authorized" legends including "Distributor," "Dealer," "Sales Representative," or "Repair Shop"
  - generic names of GE products you sell or service
  - authorized GE secondary word marks

  Do not use the name "GE" or any other words or phrases in graphic signatures.

- **Do not use any background treatment or other graphic device superimposed or infringing on the Monogram** so as to embellish it or detract from its singular purpose: to identify the GE brand.

- **Use the authorized GE colors** in graphic signatures as described on page 14.

- **Use only Univers 68 and, if needed, Univers 48 and, as an option for product names, ITC New Baskerville in graphic signatures** as described on page 14. Do not use any other typeface.

- **Use ITC New Baskerville in copy in marketing applications** as described on page 14.

- **Organizations sponsored by distribution or service businesses outside the Company** or those formed or operated by the employees of a dealer or other sales or service company may not use the Monogram for promotional or identification purposes.

Examples of typical applications demonstrating correct use of the GE trademarks, GE graphic system, and distribution and services businesses names and identities appear on pages 30 to 50.

continued

5. When using GE secondary word marks in advertising and promotion, follow these guidelines:

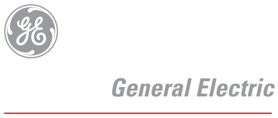
- **In the first or most prominent use of a *registered* secondary trademark in each medium**, follow the mark with the ® symbol or with an asterisk referring to a footnote carrying the legend "Registered in U.S. Patent & Trademark Office" or "Reg. U.S. Pat. & TM Off." Do not use the ® symbol or any of these legends with a trademark that has not been registered.
- **In the first or most prominent use of an *unregistered* secondary trademark in each medium**, follow the mark with the ™ symbol.
- **Do not use the name "GE" in conjunction with the Company's secondary word marks** (for example, do not use "GE Spacemaker") as such use would suggest that another company has products identified by that secondary word mark.
- **Use the GE trademarks and secondary word marks only as adjectives**, never as nouns, and never in the possessive or plural forms. Use the generic name of the product or article to which the trademark applies in all media each time the trademark is used to make it clear that the trademark designates the *origin* of that product and not the *name* of the product.

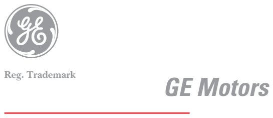
In addition to the guidelines appearing on other pages of this document, when using the GE trademarks and name outside the U.S.A., follow these special guidelines:

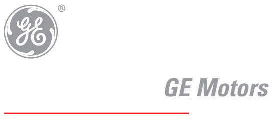
- **GE trademarks may be used in all countries outside the U.S.A.**, subject to local restrictions, by distribution and service businesses outside GE under agreements with GE businesses. Note: For special rules governing the use of the GE trademarks in the United Kingdom, see page 25.
- **GE marks should not be translated into foreign languages.** Similarly, in text the trade names "GE," "General Electric," and "General Electric Company" should remain in English whenever possible.

Note: Although exclusive use of the communicative name "GE" is preferred, outside North America where the abbreviation is not commonly recognized, "General Electric" may be used. In text, use the name "General Electric" when the Company is first mentioned, but use "GE" in subsequent references. In a graphic signature, use the name as shown in the first example below.

***Never* translate or change the Monogram.** The Monogram may not be redrawn or altered in any way.







Since trademark laws vary from country to country, follow these special requirements for the use of marks outside the U.S.A.

Standard Trademark Protection Notice

A number of foreign countries require a notice of trademark registration. Therefore, as standard practice, it is best to use one of the following notices in all countries, particularly in printed matter:

- *Form 1:* **Follow a GE mark with an asterisk** referring to one of the statements below in the official language of the country:

***Registered Trademark of General Electric Company, U.S.A.**

***Trademark Proprietor General Electric Company, U.S.A.**

***Trademark of General Electric Company, U.S.A.**

- *Form 2:* **Use the statement below without an asterisk:**

Registered Trademark of
General Electric Company, U.S.A.

- *Form 3:* **Use one of the "registered trademark" phrases below:**

- *In English-speaking countries other than the United Kingdom and Ireland,* display the words "Reg. Trademark" in English below the Monogram (when used alone or in a graphic signature) as shown in the second example at the left.
- *When material is printed in other languages,* use the appropriate version below the Monogram (when used alone or in a graphic signature): for example,

Spanish	**Marca Registrada or M.R.**
Italian	**Marchio Registrato**
Dutch	**Wettig Gedepondeerd**
Norwegian	**Registret Varemerke**
Portuguese	**Marca Registrada**
French	**Marque Deposée**

- *For translations not listed,* consult your counsel.

- *Form 4:* **When there is inadequate space to follow the mark with an asterisk and an official statement in Germany, Denmark, and Sweden,** use the ® symbol just above and to the right of the Monogram (when used alone or in a graphic signature) or just above and to the right of the General Electric Signature.

The Company has certain contractual arrangements regarding GE trademarks and trade name use with The General Electric Company p.l.c. of England. In accordance with these, users of the GE trademarks and trade names are required to do the following:

- **Observe special rules in the United Kingdom,** as detailed on this page.
- **Include a reference to General Electric Company, U.S.A., or the affiliate using the mark in all printed material in which the GE trademarks appear,** except in countries of the Western Hemisphere and certain other countries. Reference to the affiliate using the mark—for example, "Australian General Electric Limited"—is permissible, but reference to the parent company is preferred.

The objectives of these guidelines are to

- minimize any possible confusion between the goods of General Electric Company and those of The General Electric Company p.l.c. (GEC)
- educate the British public regarding GE and its products, regardless of whether this is necessary to minimize confusion
- exercise particular care to ensure that the objectives and spirit of these guidelines are carried out in such matters as the size, placement, prominence of display, and other elements of trade name and trademark use. If you have doubts about which practice should be used, adopt the more conservative practice, even if it is not absolutely necessary.

Examples of Correct Trademark Use

U S A

GE Lighting

U S A

General Electric

GE Plastics

***Trademark of General Electric Company, U.S.A.**

or

***Trademark of General Electric Company, U.S.A., which is not connected with the English company of a similar name**

or

*** Trademark of General Electric Company, U.S.A., which is not connected with the English company of a similar name**

Note: When the asterisked references above are used, they must appear clearly legible on the same page as the trademarks.

When preparing tradeshow exhibits in the United Kingdom, follow these special guidelines:

- Use "General Electric Company, U.S.A." (or "of U.S.A."), to identify the source of the products if that is the fact.
- When using the Monogram apart from the products displayed, be sure such use is consistent with the rules that apply to advertising and print materials (see pages 30 to 37).
- Make it apparent that the tradeshow or point-of-purchase display is that of a U.S. company that is not connected with the English company of a similar name.

Examples of Correct Trade Name Use

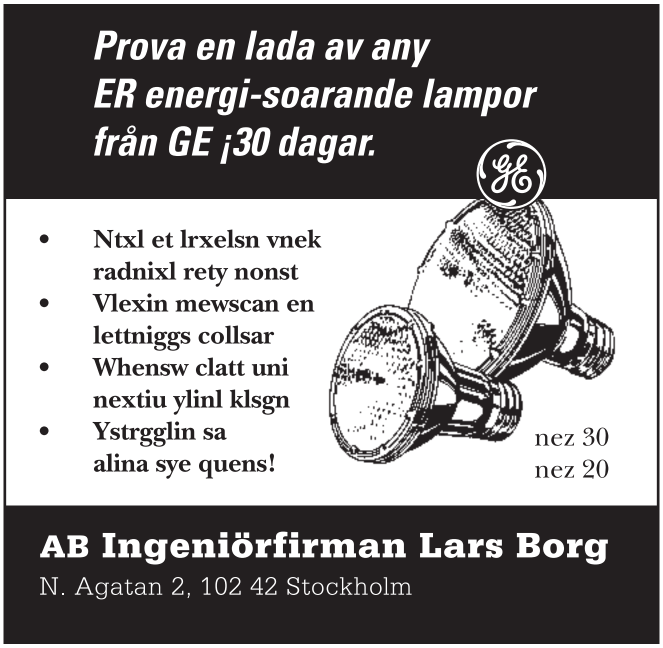
When the name "General Electric Company, U.S.A." is used,

- the initials "U.S.A." should be on the same line and in the same size as the name
- the first appearance of the name should be followed by an asterisk referring to the footnote

***Not connected with the English company of a similar name**

Subsequent references to the Company include
- General Electric Company, U.S.A.
- General Electric Company of U.S.A.
- General Electric, U.S.A.
- GE, U.S.A.

Note: "GE, U.S.A." is preferred.



Prova en lada av any ER energi-soarande lampor från GE ¡30 dagar.

- Ntxl et lrxelsn vnek radnixl rety nonst
- Vlexin mewscan en lettniggs collsar
- Whensw clatt uni nextiu ylinl klsgn
- Ystrgglin sa alina sye quens!

nez 30
nez 20

AB Ingeniörfirman Lars Borg
N. Agatan 2, 102 42 Stockholm

Advertising is one of the most visible and effective applications used to maintain high GE brand awareness in the marketplace. Upholding common standards gives all GE brand advertising a collective strength that adds impact to each individual advertisement.

To optimize the impact of advertising prepared by sales and service businesses outside GE, you should relate it to all other GE advertising by following the advertising guidelines presented on pages 30 to 33.

The advertisements shown on pages 30 and 31 are based on a flexible and effective format suitable for many of your requirements. Incorporated into the format are spaces for headlines and body copy, product illustrations, and your business identification.

Univers and ITC New Baskerville typefaces (see page 14) are used in advertising as a means of maintaining a consistent appearance in all promotions of GE products and services.

In addition to the points mentioned here, you should also follow the general guidelines for trademark use and application of graphic signatures (see pages 12 to 14). *(Note: Advertisements provided by GE will include open space for dealer or distributor identity. Dealer or distributor identity should be visually balanced with the GE graphic signature but should not appear in the space immediately surrounding the GE graphic signature. See the sample specification sheet on page 37.)*

Print Advertising Guidelines

- **For the basic layout** of a large multiproduct advertisement, as shown on page 31, use a grid of equal-size rectangles. For the basic layout of a small single-product advertisement, as shown on this page, use a single rectangle.

- *Place a single product illustration and its descriptive copy* within each rectangle.

- *For large products and those usually grouped together,* use two to four rectangles.

continued

- **Display the signature Monogram next to each GE product illustrated or named** for sure and fast identification of GE merchandise.

  In advertisements that include only GE products, the Monogram may be used alone for quick identification. It should be positioned to the left of the headline at the top of the advertisement, as shown in the example at the right. *Note: The Monogram may not be used as a word within a headline; it must always be separated from the words in the headline by clear space.*

- **To emphasize and differentiate subheads, product names, and graphic signatures, reverse them from solid bars or bands.**

  - *Use a solid black bar at the top of each product illustration rectangle* and reverse the product name in white. Note: Use the product name with a signature Monogram in a special signature arrangement (see page 12), as shown in the example at the right. Because space within the bars is limited, the Laser Line may be omitted.
  - *Use a solid black bar at the bottom of each product illustration rectangle* and reverse in white any additional information.

- **To emphasize headlines and sign-offs,** highlight them with large type and use color or reverse them from black bars or bands.

  - *In a large advertisement,* use solid black bars above and below the headline and reverse subheads in white.
  - *Use a solid black band at the bottom of the advertisement* and reverse the sign-off information in white.

- **Use the italic versions of Univers for**
  - all headlines and subheads
  - all product names appearing in black bars and bands
  - all statements appearing in black bars and bands

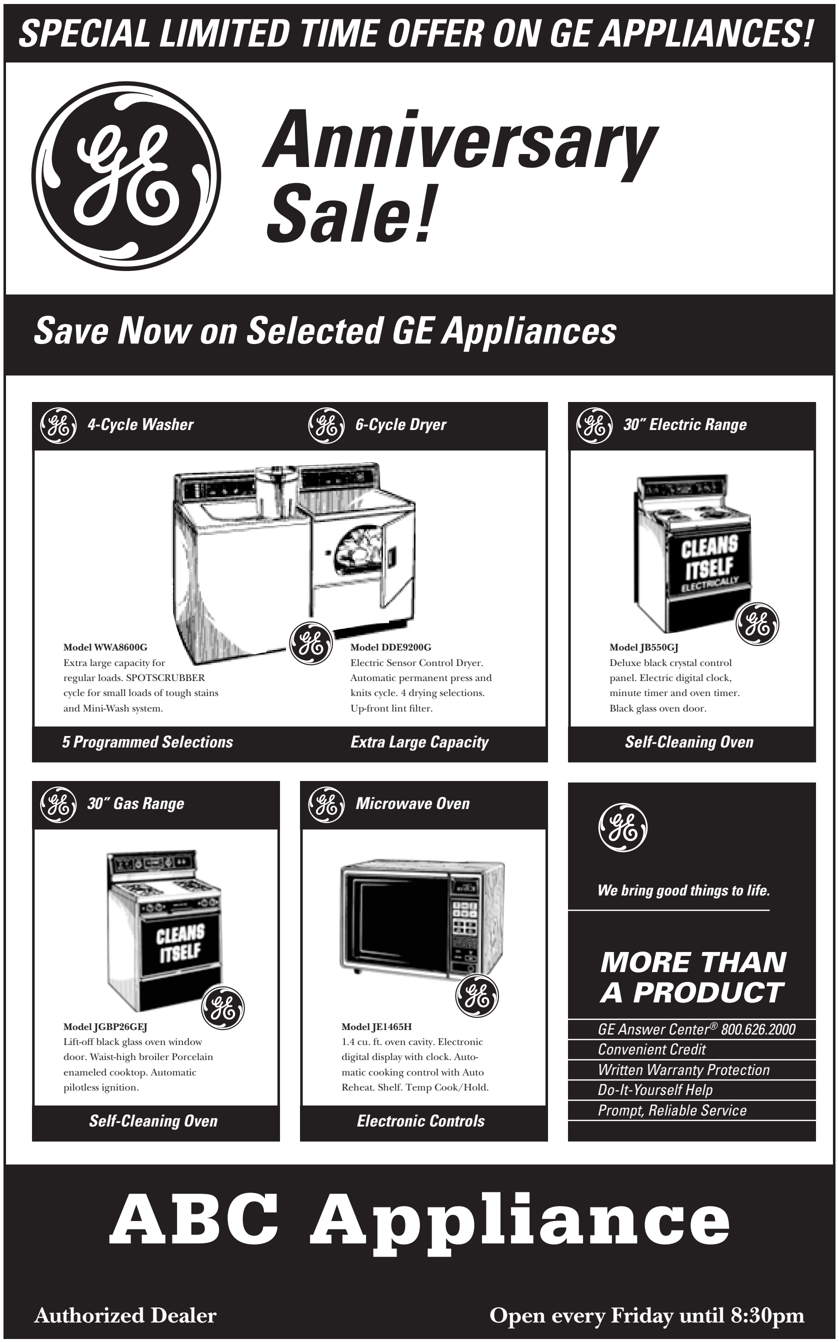
  Note: Avoid the roman versions of Univers.

- **Use the roman versions of ITC New Baskerville** for all descriptive copy.

- **Use flush left, ragged right settings for all typography.**

- **Avoid the use of illustrations** other than product illustrations.

- **Avoid secondary logos or design marks.**



SPECIAL LIMITED TIME OFFER ON GE APPLIANCES!

Anniversary Sale!

Save Now on Selected GE Appliances

4-Cycle Washer

Model WWA8600G
Extra large capacity for regular loads. SPOTSCRUBBER cycle for small loads of tough stains and Mini-Wash system.

5 Programmed Selections

6-Cycle Dryer

Model DDE9200G
Electric Sensor Control Dryer. Automatic permanent press and knits cycle. 4 drying selections. Up-front lint filter.

Extra Large Capacity

30″ Electric Range

Model JB550GJ
Deluxe black crystal control panel. Electric digital clock, minute timer and oven timer. Black glass oven door.

Self-Cleaning Oven

30″ Gas Range

Model JGBP26GEJ
Lift-off black glass oven window door. Waist-high broiler Porcelain enameled cooktop. Automatic pilotless ignition.

Self-Cleaning Oven

Microwave Oven

Model JE1465H
1.4 cu. ft. oven cavity. Electronic digital display with clock. Automatic cooking control with Auto Reheat. Shelf. Temp Cook/Hold.

Electronic Controls

We bring good things to life.

MORE THAN A PRODUCT

GE Answer Center® 800.626.2000
Convenient Credit
Written Warranty Protection
Do-It-Yourself Help
Prompt, Reliable Service

ABC Appliance

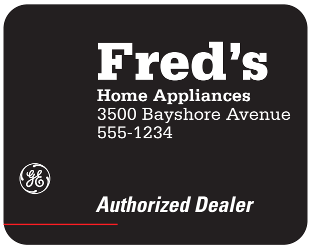
Authorized Dealer

Open every Friday until 8:30pm

continued

Television and Radio Advertising Guidelines

- **You may use a graphic signature to contain the "Authorized" legend** in the sales or service business identification at the end of television commercials, as shown in the example below.
- **Use the name "GE" and not "General Electric"** in all verbal references to the Company and its components, subcomponents, and licensed affiliates (if appropriate). (For exceptions to this rule in advertising outside the U.S.A., see page 20.)



Fred's
Home Appliances
3500 Bayshore Avenue
555-1234

Authorized Dealer

Telephone Directory Advertising Guidelines

- **Although you may use GE trademarks in telephone directory advertising, you may not incorporate them into your business name.** For example, in a White Pages listing in the telephone directory, you may not be listed as "GE Appliance Dealer."

  In the White Pages of the telephone directory, place your listing under your own business name. *Do not list it under "GE" or "General Electric."*

  A correct listing displays only the correct business name, as shown below:

  ACME APPLIANCE CENTER
  110 Elm St........................555-4567

- **Your name may be followed with your "Authorized" legend,** the name of the Company, and the names of the GE products or product lines you handle, as shown below:

  SANCHEZ
  Distribuidor Autorizado
  General Electric Company U.S.A.
  [names of products you handle]
  47 Calle Ocho........................555-6889

continued

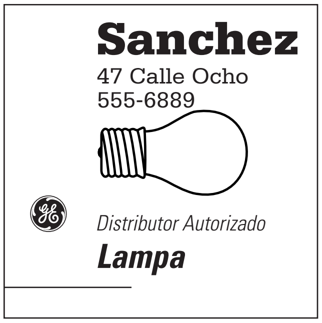
Yellow Pages Advertising Guidelines

When using GE trademarks in Yellow Pages advertising, follow these basic guidelines:

- **Use a GE heading or finding line** to identify the product lines or services you handle.

Display Advertisements:

- **Make the size of your business name *larger* than the GE trademarks.**
- ***Do not* use the Dynamic Monogram.** The Dynamic Monogram may not be used by your business in advertising or any application except signs. See page 38.
- **Use authorization statements** such as "Factory Trained Technician" or "Authorized Service" *only* if you have a written agreement with GE to provide in-warranty service.
- **You may use a graphic signature to contain the "Authorized" legend along with the names of the products you handle,** as shown in the following example of a display advertisement.



Sanchez
47 Calle Ocho
555-6889

Distributor Autorizado
Lampa

In-column Listing:

Note: Trademark and trade name listing programs may be available through the GE business you represent.

- *When a GE program is available,* your listings *must* be placed with the GE business component's agency. Contact your sales representative for further information. *Do not* go through local Yellow Pages sales.
- *If a GE program is not available,* advise local Yellow Pages sales of GE's guidelines for Yellow Pages advertising.

Sample in-column listing formats are shown below.

GE REFRIGERATORS FOOD FREEZERS
AUTHORIZED DEALER
Acme Appliance Center
110 Elm St 555-4567

GE REFRIGERATORS FOOD FREEZERS
Select from a full line of refrigerators and freezers, featuring the exciting Space Center refrigerator backed by GE Consumer Service.

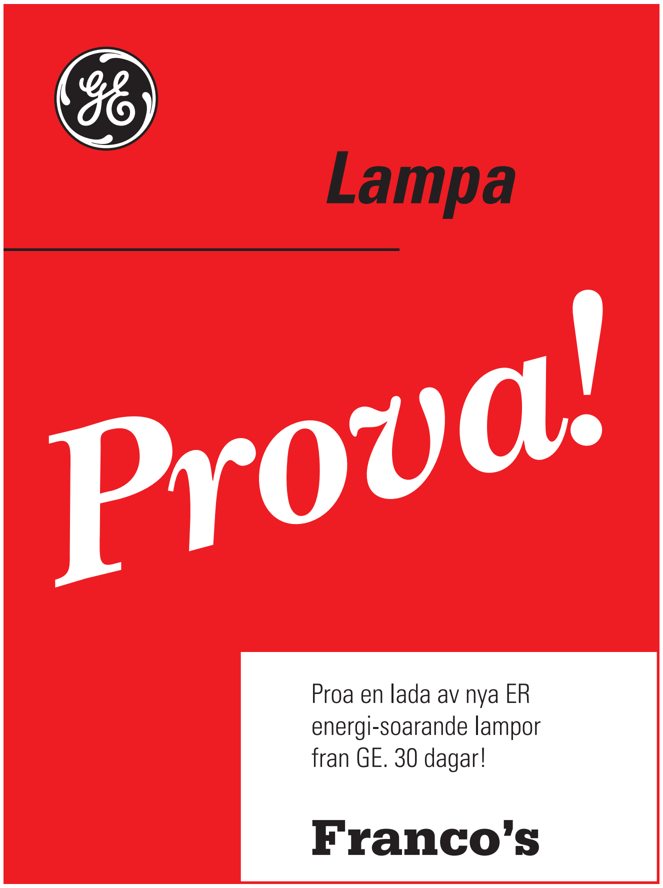
"WHERE TO CALL"
AUTHORIZED DEALER

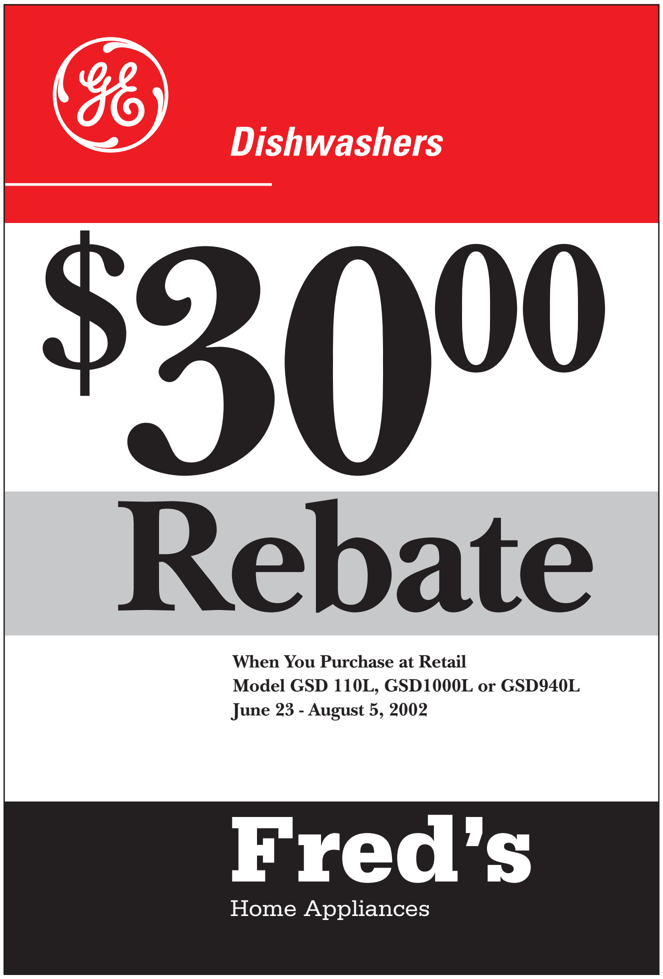
Acme Appliance Center
110 Elm St 555-4567

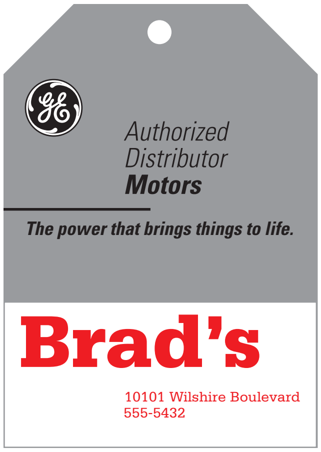
You may use displays to promote GE products and highlight product features at the point of purchase.

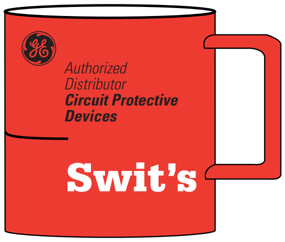
The examples on this page demonstrate the proper use of graphic signatures, program typography, and colors as they relate to typical point-of-purchase materials.

A general rule to follow is to relate the layout and color of point-of-purchase materials to the theme of the promotion or environmental graphics, taking care to adhere to the guidelines presented on previous pages.


Lampa
Prova!
Proa en lada av nya ER
energi-soarande lampor
fran GE. 30 dagar!
Franco's


Dishwashers
$30⁰⁰
Rebate
When You Purchase at Retail
Model GSD 110L, GSD1000L or GSD940L
June 23 - August 5, 2002
Fred's
Home Appliances

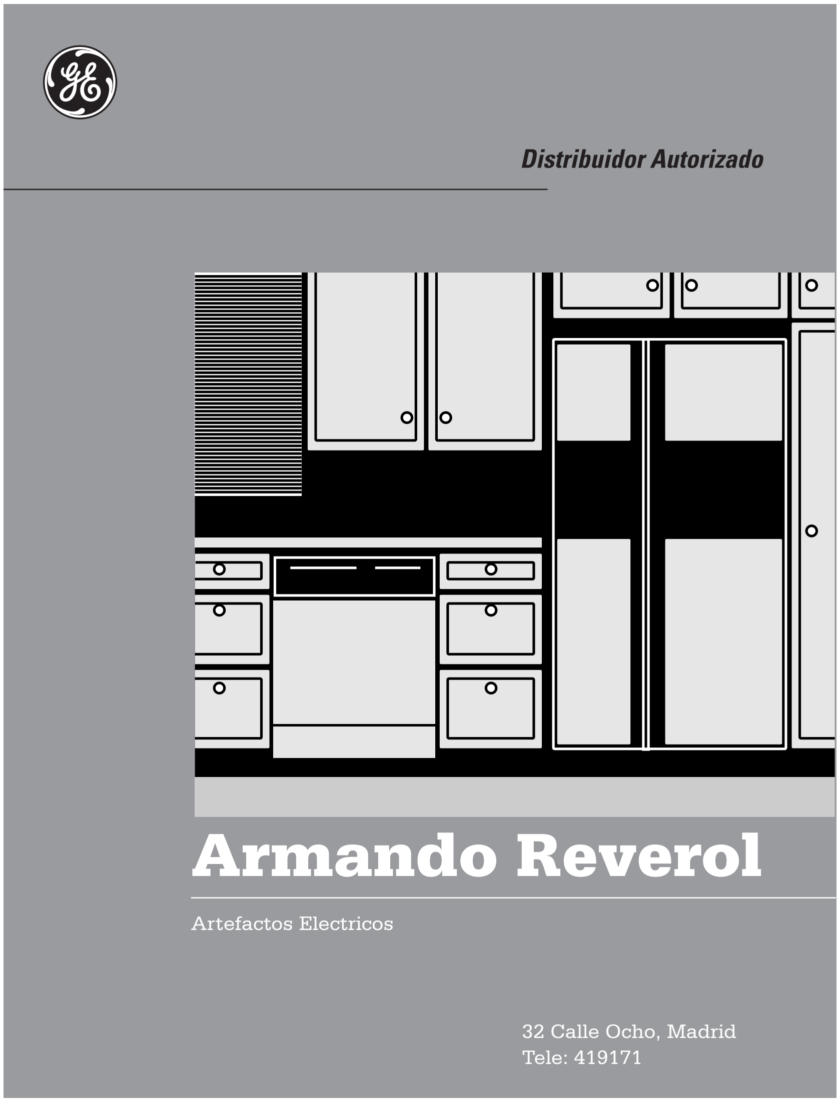

Authorized
Distributor
Motors
The power that brings things to life.
Brad's
10101 Wilshire Boulevard
555-5432


Authorized
Distributor
Circuit Protective
Devices
Swit's

You may use GE identification in print and product literature according to these general guidelines and those presented on previous pages:

- In each case, make it clear to the public that a local store, not the Company, is promoting GE products.
- Use the “Authorized Dealer” or other appropriate legend.
- If GE products are not named or illustrated in the print materials, the GE trademarks, “Authorized Dealer,” or “Distributor” legends may not be displayed, even if you handle GE products.
- Display the signature Monogram next to each GE product illustrated or named for sure and fast identification of GE merchandise.
- Use the GE graphic system described on pages 12 to 14 and follow the five rules on pages 15 to 17.
- In the reproduction materials, promotional brochures, and mailers given to you by GE, adequate space is provided for your identification.

continued

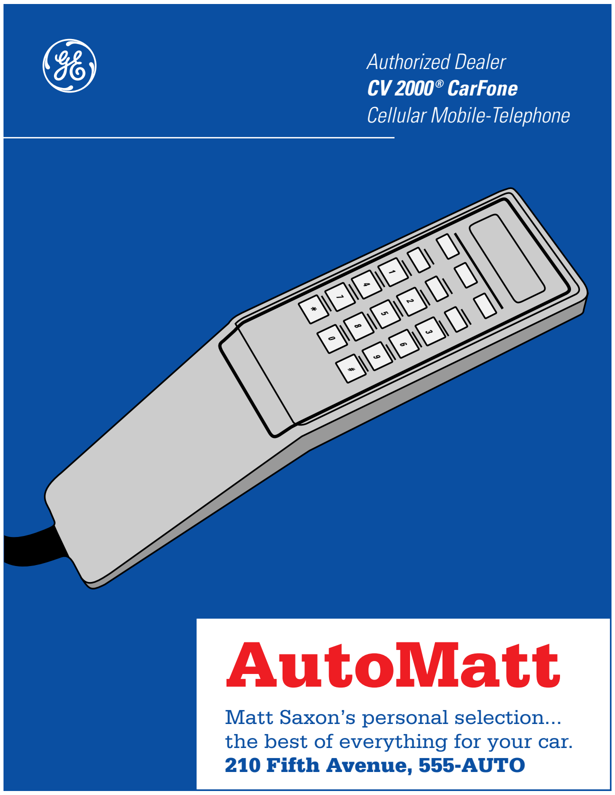


Distribuidor Autorizado

Armando Reverol

Artefactos Electricos

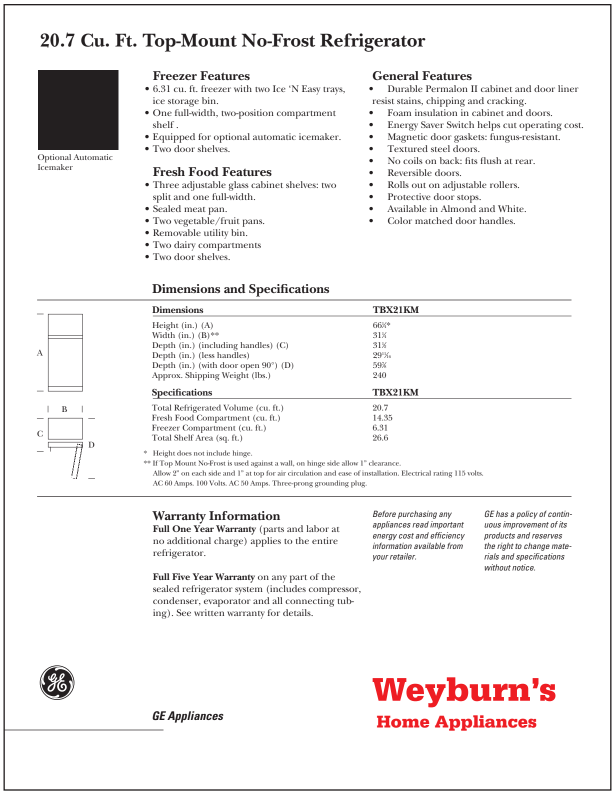
32 Calle Ocho, Madrid
Tele: 419171



Authorized Dealer
CV 2000® CarFone
Cellular Mobile-Telephone

AutoMatt

Matt Saxon's personal selection...
the best of everything for your car.
210 Fifth Avenue, 555-AUTO



20.7 Cu. Ft. Top-Mount No-Frost Refrigerator

Optional Automatic Icemaker

Freezer Features

- 6.31 cu. ft. freezer with two Ice 'N Easy trays, ice storage bin.
- One full-width, two-position compartment shelf .
- Equipped for optional automatic icemaker.
- Two door shelves.

Fresh Food Features

- Three adjustable glass cabinet shelves: two split and one full-width.
- Sealed meat pan.
- Two vegetable/fruit pans.
- Removable utility bin.
- Two dairy compartments
- Two door shelves.

General Features

- Durable Permalon II cabinet and door liner resist stains, chipping and cracking.
- Foam insulation in cabinet and doors.
- Energy Saver Switch helps cut operating cost.
- Magnetic door gaskets: fungus-resistant.
- Textured steel doors.
- No coils on back: fits flush at rear.
- Reversible doors.
- Rolls out on adjustable rollers.
- Protective door stops.
- Available in Almond and White.
- Color matched door handles.

Dimensions and Specifications

Dimensions	TBX21KM
Height (in.) (A)	66¼*
Width (in.) (B)**	31¼
Depth (in.) (including handles) (C)	31½
Depth (in.) (less handles)	29 11/16
Depth (in.) (with door open 90°) (D)	59⅞
Approx. Shipping Weight (lbs.)	240

Specifications	TBX21KM
Total Refrigerated Volume (cu. ft.)	20.7
Fresh Food Compartment (cu. ft.)	14.35
Freezer Compartment (cu. ft.)	6.31
Total Shelf Area (sq. ft.)	26.6

* Height does not include hinge.
** If Top Mount No-Frost is used against a wall, on hinge side allow 1" clearance.
Allow 2" on each side and 1" at top for air circulation and ease of installation. Electrical rating 115 volts.
AC 60 Amps. 100 Volts. AC 50 Amps. Three-prong grounding plug.

Warranty Information

Full One Year Warranty (parts and labor at no additional charge) applies to the entire refrigerator.

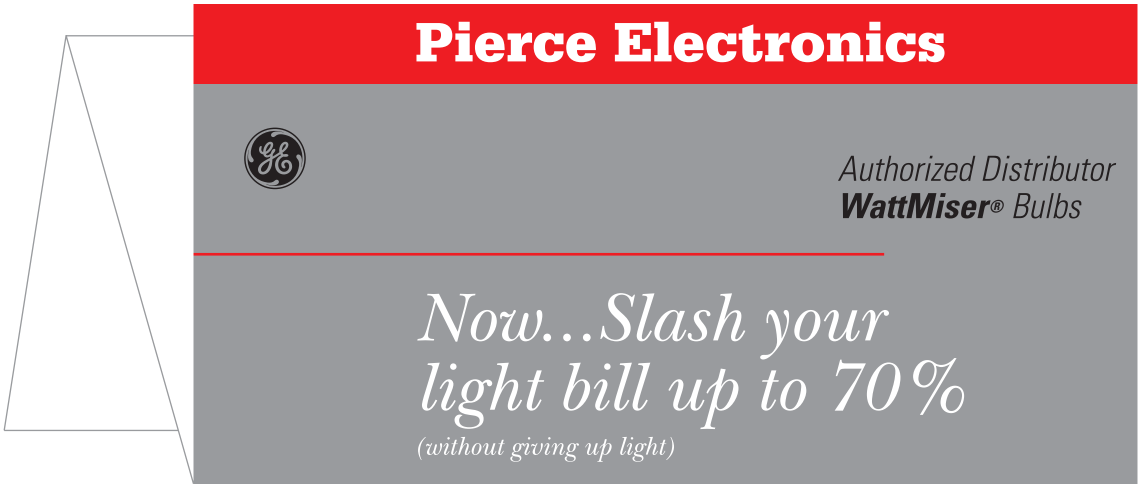
Full Five Year Warranty on any part of the sealed refrigerator system (includes compressor, condenser, evaporator and all connecting tubing). See written warranty for details.

Before purchasing any appliances read important energy cost and efficiency information available from your retailer.

GE has a policy of continuous improvement of its products and reserves the right to change materials and specifications without notice.

GE Appliances

Weyburn's
Home Appliances



Pierce Electronics

Authorized Distributor
WattMiser® *Bulbs*

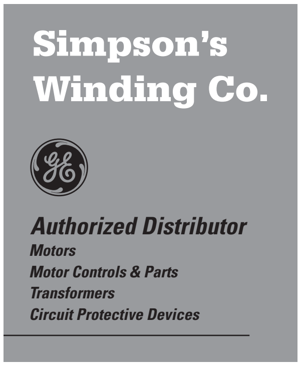
Now...Slash your light bill up to 70%
(without giving up light)

You may use GE identification on facility signs. Specific usage is outlined in your written agreement or sales contract and follows these general guidelines:

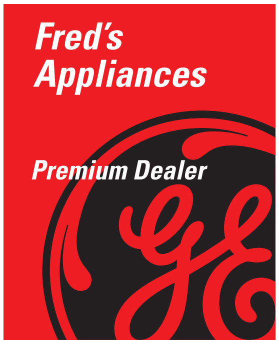
- **Regardless of the form used, keep the GE trademark less prominent than your business identification.**

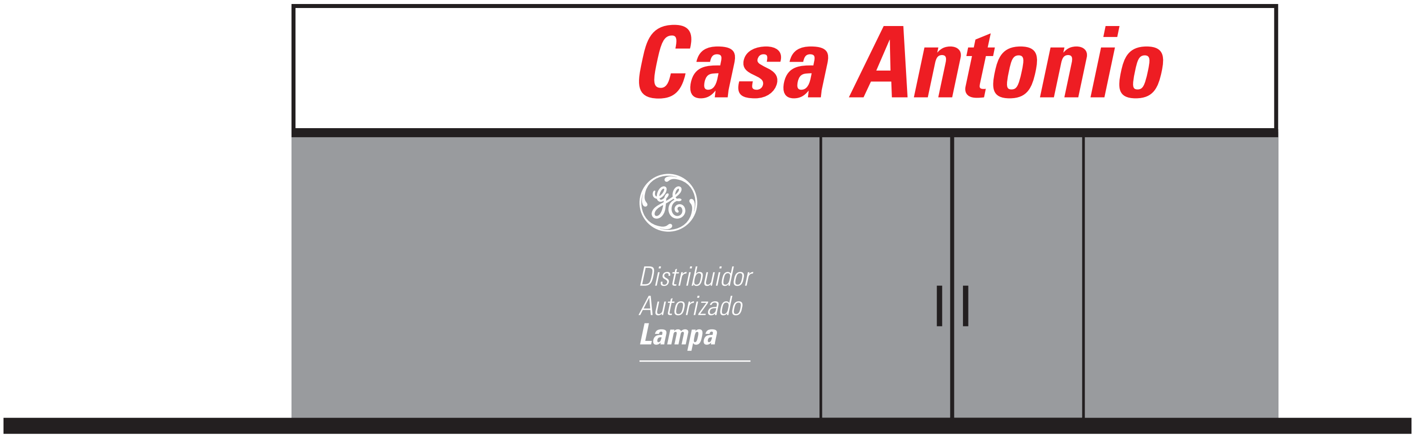
Note: Some signs on this page assume that your name is displayed nearby on a larger sign, as shown below.

- **When displaying the Monogram, adhere to the color standards on page 14.**
- **Display the Monogram with the full "Authorized" legend plus the names of the products or services handled,** as shown in the example below.


Simpson's
Winding Co.
Authorized Distributor
Motors
Motor Controls & Parts
Transformers
Circuit Protective Devices

The Dynamic Monogram may be used in signs, but *only* in those signs specified by GE in a specific sign program, as shown in the example below. Note: You may not incorporate the Dynamic Monogram into any other signs or in any other applications. For more information, contact the business you represent.


Fred's
Appliances
Premium Dealer


Casa Antonio
Distribuidor
Autorizado
Lampa

continued

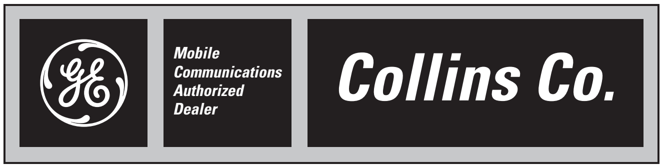
The triptych system is a flexible and distinctive way to maximize identification. Its simplicity lends itself to a variety of applications and reproduction techniques. For example, the triptych system may be used in applications such as stationery, business forms, displays, and vehicles, as well as signs.

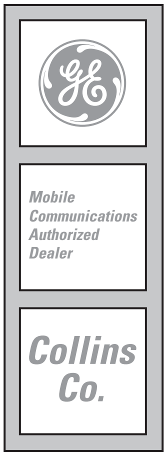
Each panel of the triptych carries specific information:

- *The first panel* features the Monogram alone.
- *In the middle panel,* either the generic name of the product or service offering or the "Authorized" legend, typeset in capital and lowercase Univers 68, may be used.
- *The third panel* features your name (preferably typeset in capital and lowercase Univers 68), other GE primary trademarks, or any of the information that may appear in the middle panel, described above.

Two color treatments may be used in the triptych:

- *In the reverse version,* shown at the left, the letters/curlicues of the Monogram and all typography in each panel are reproduced in white against a Platinum Grey or black background.
- *In the positive version,* shown below, the outline circle and the field of the Monogram and all typography in each panel are reproduced in Platinum Grey or black against a white background.
- *In either version,* other primary GE trademarks, such as Hotpoint and RCA, may be reproduced in black, white, or the color usually associated with the mark—whichever color maintains strong contrast with the selected background.



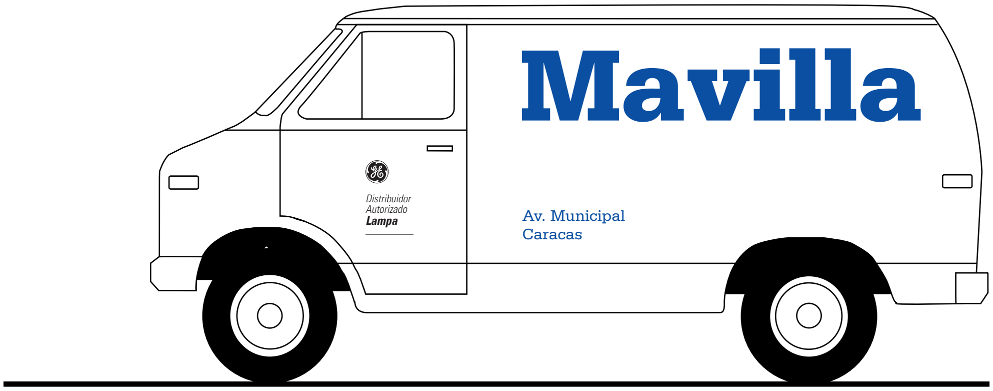


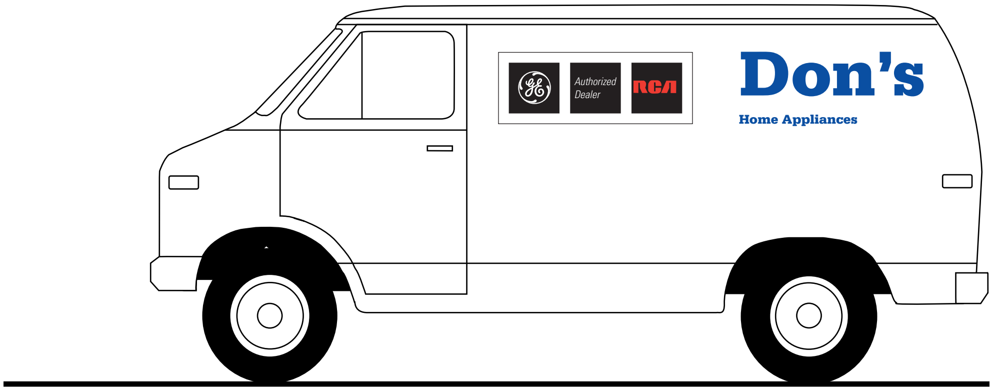
When properly identified, your vehicles build awareness not only for your business but for GE as well.

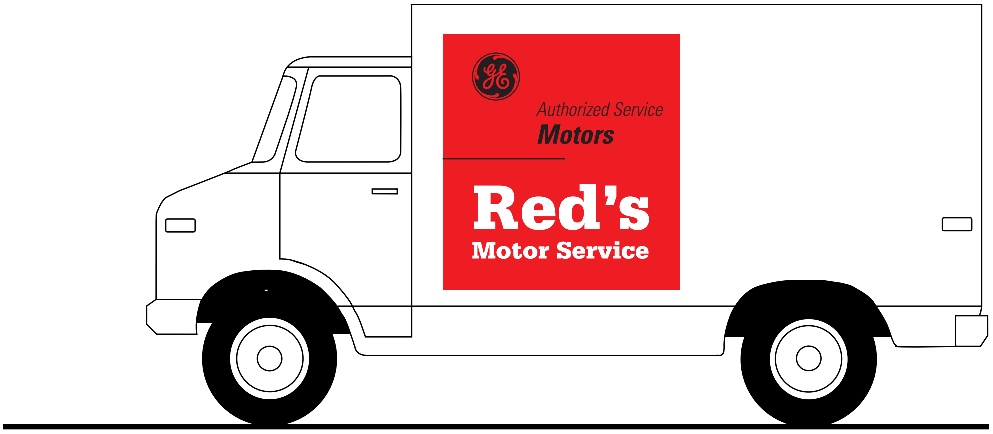
To avoid confusion, you must communicate your independent relationship with GE by

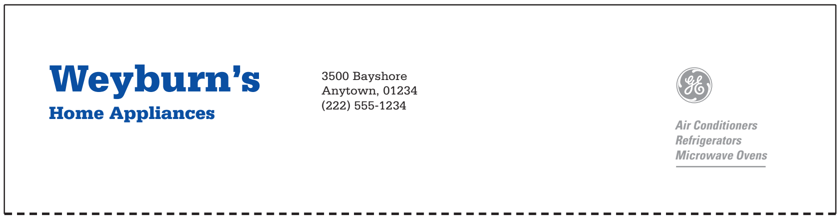
- **keeping the trademark identification of the GE products that you handle subordinate to the name of your business**
- **displaying the Monogram with the full "Authorized Dealer" or "Distributor" or "Service" legend** that includes the names of the products sold or services rendered

The triptych system, described on page 39, may be used on trucks with the Monogram, product or service names, and "Authorized" legend. If you repeat the triptych on the back of your vehicle, you may repeat your business name in the third panel.


Distribuidor
Autorizado
Lampa
Mavilla
Av. Municipal
Caracas


Authorized
Dealer
RCA
Don's
Home Appliances

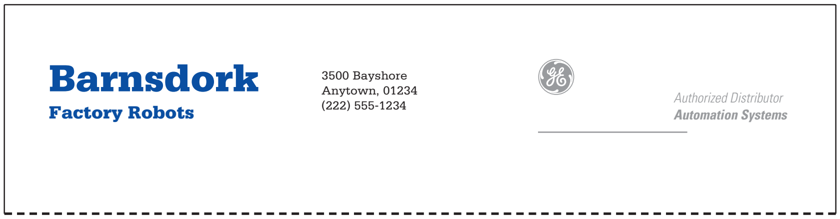

Authorized Service
Motors
Red's
Motor Service



Weyburn's
Home Appliances

3500 Bayshore
Anytown, 01234
(222) 555-1234

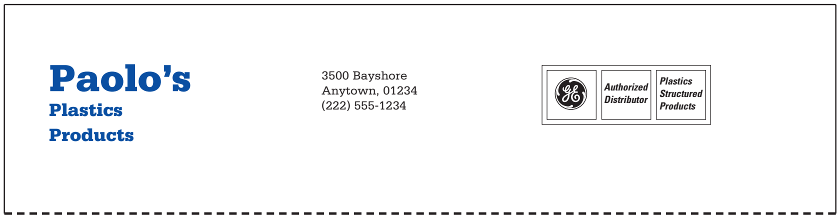
Air Conditioners
Refrigerators
Microwave Ovens



Barnsdork
Factory Robots

3500 Bayshore
Anytown, 01234
(222) 555-1234

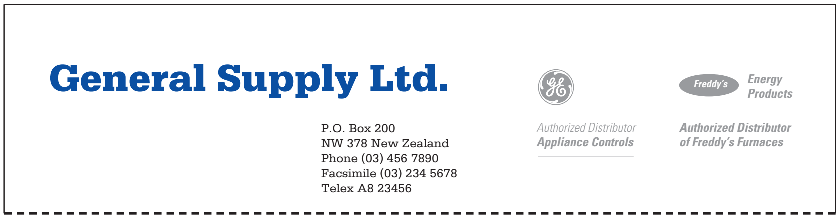
Authorized Distributor
Automation Systems



Paolo's
Plastics
Products

3500 Bayshore
Anytown, 01234
(222) 555-1234

Authorized Distributor
Plastics Structured Products



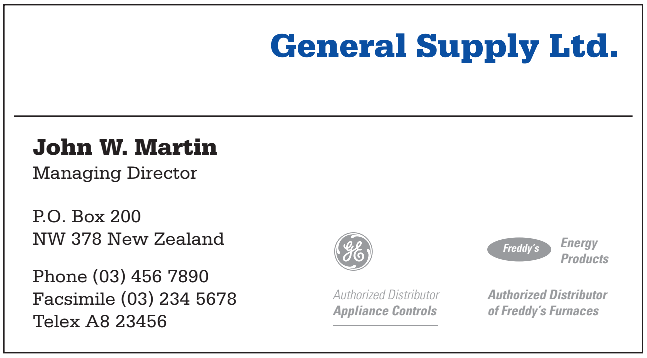
General Supply Ltd.

P.O. Box 200
NW 378 New Zealand
Phone (03) 456 7890
Facsimile (03) 234 5678
Telex A8 23456

Authorized Distributor
Appliance Controls

Freddy's Energy Products
Authorized Distributor
of Freddy's Furnaces

Typical letterheads, top portion,
shown at reduced size



General Supply Ltd.

John W. Martin
Managing Director

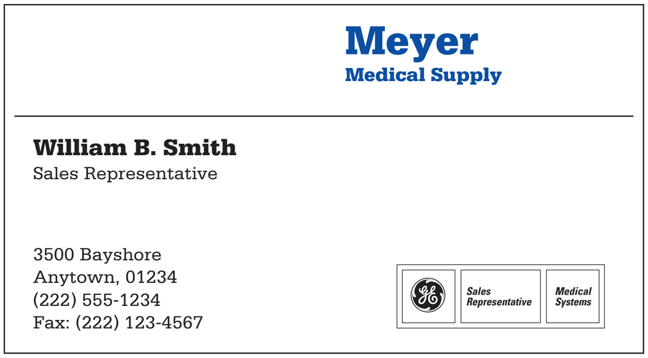
P.O. Box 200
NW 378 New Zealand

Phone (03) 456 7890
Facsimile (03) 234 5678
Telex A8 23456

Authorized Distributor
Appliance Controls

Freddy's Energy Products
Authorized Distributor
of Freddy's Furnaces

Typical business cards
shown at actual size



Meyer
Medical Supply

William B. Smith
Sales Representative

3500 Bayshore
Anytown, 01234
(222) 555-1234
Fax: (222) 123-4567

Sales Representative
Medical Systems

You may use GE identification on your stationery, including letterheads, envelopes, and business cards, provided your own business identification is predominant.

Specific usage is outlined in your written agreement or sales contract and follows these general guidelines:

Adhere to the guidelines for application of graphic signatures. (See pages 12 to 14.)

Reproduce the Monogram and signature typography in Platinum Grey or black in all applications.

On stationery, either

- display a graphic signature with
  - the names of the products sold
  - the full "Authorized Dealer," "Distributor," or "Service" legend that includes the names of the products sold or services rendered
- use the triptych system to include the Monogram, "Authorized Dealer" legend, and name of the products sold (see page 39)

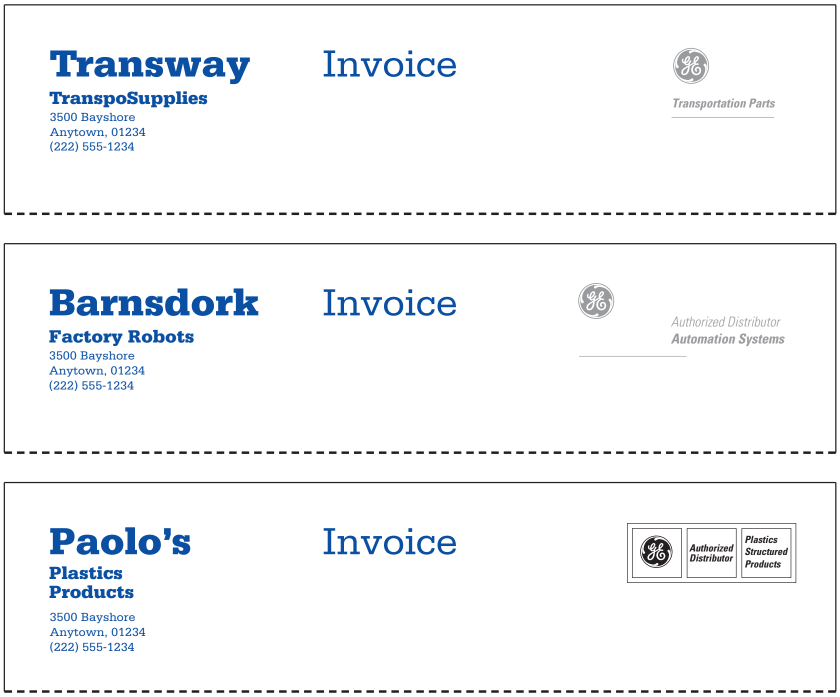
Note: Regardless of the form used, the GE trademark must always be less prominent than your business identification.

You may use GE identification on your business forms—but *not* the complete GE graphic system—and only on those forms specifically related to GE products.

On forms such as invoices or statements, either

- display a graphic signature with
  - the names of the products sold
  - the full “Authorized Dealer,” “Distributor,” or “Service” legend that includes the names of the products sold or services rendered
- use the triptych system to include the Monogram, “Authorized Dealer” legend, and name of the product sold (see page 39)

Note: Regardless of the form used, the GE trademark must always be less prominent than your business identification.



Transway
TranspoSupplies
3500 Bayshore
Anytown, 01234
(222) 555-1234

Invoice

Transportation Parts

Barnsdork
Factory Robots
3500 Bayshore
Anytown, 01234
(222) 555-1234

Invoice

Authorized Distributor
Automation Systems

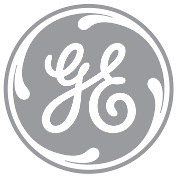
Paolo’s
Plastics Products
3500 Bayshore
Anytown, 01234
(222) 555-1234

Invoice

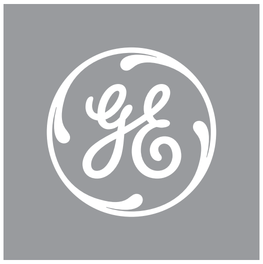
Authorized Distributor
Plastics Structured Products

Typical business forms related to GE products, top portion, *shown at reduced size*

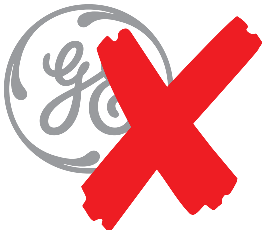
The Monogram is an original hand-lettered design which may never be redrawn or altered in any way. For correct and consistent display of this trademark, *always* use official reproduction materials. *Never* reproduce the signature Monogram from second-generation photostats or other unauthorized copies.



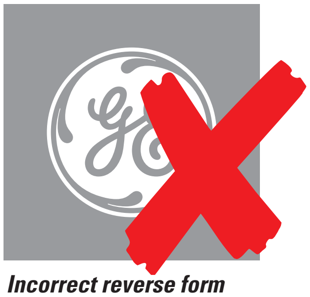
Correct positive form



Correct reverse form



Incorrect positive form



Incorrect reverse form

In both the positive and reverse forms, reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the correct examples above.

The following reproduction materials are available to all sales and service businesses licensed to use the GE trademarks and their suppliers:

- **GE Logo Font** (item 551), custom fonts for Windows and Macintosh computers, including all versions of the
  - signature Monogram
  - Dynamic Monogram
  - linear Dynamic Monogram

  (For information on using this computer font, see document **382**, *GE Logo Font.*)

- **signature Monogram grid drawings** (item 540), laser-printed drawings used in large-scale manual enlargement, including
  - positive
  - reverse

- **color samples** (item 560), offset-printed sheets used to establish visual standards for match color reproduction, including one uncoated and one coated sheet of
  - Platinum Grey
  - Laser Red
  - GE Grey & Metallic Color Palette
  - GE Dark Color Palette
  - GE Bright Color Palette

To obtain these materials, contact the GE business you represent.

OEMs

These special guidelines apply to original equipment manufacturers (OEMs) who use GE components, products, materials, or subassemblies in their products.

The guidelines are excerpted from the following GE Identity Program documents:

- **210**, *Product Identification*
- **220**, *Packaging*
- **230**, *Shipping Cases & Cartons*

Contents

OEM Product Identification **210**.91

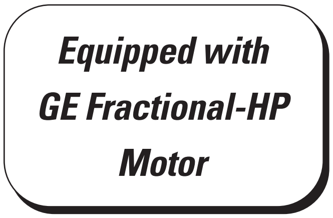
OEM Packaging **220**.91

OEM Shipping Cases & Cartons **230**.91

Original Equipment Manufacturer (OEM) Customers and Their Dealers

Upon request, a manufacturer whose products use GE components, products, materials, or subassemblies may be authorized to attach a permanent information plate to the manufactured product naming the GE product or materials included. When the plates clarify information such as warranty coverage or service channels, they are of benefit to GE.

When the OEM prepares the plate, the plate should include only the Company name, not the trademarks. All plates prepared by OEMs must be approved by the responsible Company component.



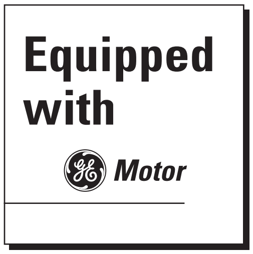
Plates, Tags, and Labels Prepared and Supplied by GE to OEMS

When GE components supply plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

- The Monogram is the only trademark that may be used. It may be used in any graphic signature arrangement such as those described on page 02.
- Make sure that the "Equipped with" statement and the Monogram are less prominent than the OEM's name or trademark on the complete product.
- The Monogram must be subordinate to the "Equipped with" statement.
- Supply the same number of attachments as products to the OEM. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.
- Tags and labels must be removable and obviously impermanent.

The Company organization supplying plates, tags, or labels must detail limitations in writing to avoid any confusion. The agreement must provide that the OEM or its distributors or dealers *will not use GE trademarks in advertising or promotion.*

The Company organization selling the component product is responsible for taking action if its customers or customers' resellers abuse privileges of use or if misrepresentation occurs.



Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the corporate trademarks on product packaging. References on customers' packages to the products supplied by GE should be confined to nonprominent use of the name "GE" in a factual statement, such as "Equipped with GE motor."

Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the corporate trademarks on shipping cases and cartons. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”

Adobe Acrobat

& GE Identity Program Documents

These guidelines help you use any GE Identity Program document in the Adobe Acrobat Reader program on your computer.

Note: Using the Adobe Acrobat family of programs, a file prepared in any program on any computer with any typeface and graphics can be compressed and converted into the Adobe *portable document format* (PDF), which can be viewed on a different computer with only Acrobat Reader installed. The program, typefaces, and graphics used to create the original file need not be installed on the viewing computer. All GE Identity Program electronic files have been compressed and converted to PDF files to make them widely accessible. *To view any GE Identity Program document on your computer, all you need is Adobe Acrobat Reader.*

Contents

Getting Started **381**.01

Standard Navigational Tools **381**.02

Custom Links **381**.04

Document Plan **381**.05

1. Install Adobe Acrobat Reader.

To open a GE Identity Program document on your computer, first install the Adobe Acrobat Reader program. It is available at no cost

- on the CD-ROM *GE Identity Program Standards & Guidelines,* available from the GE Identity Website or Hotline
- from Adobe through most online services or its World Wide Web site, http://www.adobe.com

Open the Acrobat Reader Guide in the Help menu to familiarize yourself with Acrobat's navigational tools. They include

- thumbnails
- bookmarks
- other toolbar buttons
- scroll bars
- keyboard shortcuts

These tools help you move easily around and through any Adobe Acrobat document, including all GE Identity Program documents, to find quickly the information you seek.

For assistance installing and using the Adobe Acrobat Reader program, contact your local computer technical support.

2. Open the document.

To open a GE Identity Program document once Adobe Acrobat Reader has been installed, follow these steps:

- **Insert the disk** containing the GE Identity Program document. If the disk does not automatically open to a window, double-click the disk icon.

- *Optional:* To copy the GE Identity Program document to your hard disk, drag the document icon from the open window to your hard disk icon.

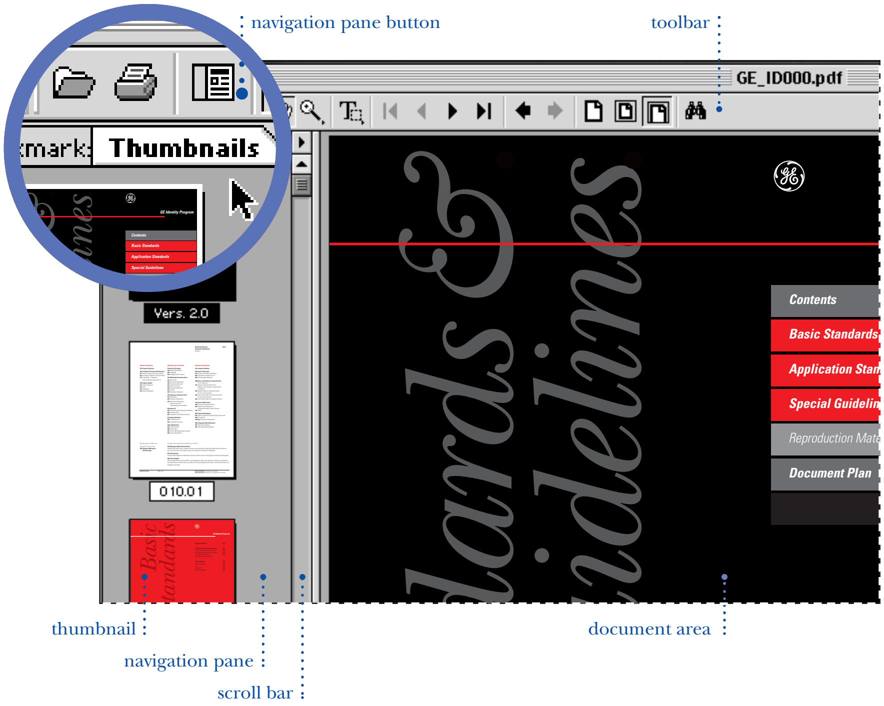
- **Double-click the icon** of the GE Identity Program document to open it.

Once the GE Identity Program document is open, familiarize yourself with the navigational tools provided in the Adobe Acrobat Reader program, if you have not done so already.

This document includes a brief description of some of the standard tools you will use most often in viewing GE Identity Program documents. For guidelines on using

- **thumbnails and bookmarks,** see pages 02 and 03
- **custom links,** see page 04
- **the Document Plan** on the CD-ROM *GE Identity Program Standards & Guidelines*, see page 05

Adobe, the Adobe logo, Acrobat, and the Acrobat logo are trademarks of Adobe Systems Incorporated.


navigation pane button
toolbar
GE_ID000.pdf
Thumbnails
Contents
Basic Standards
Application Stan
Special Guidelin
Reproduction Mate
Document Plan
Vers. 2.0
010.01
thumbnail
navigation pane
scroll bar
document area

Thumbnails

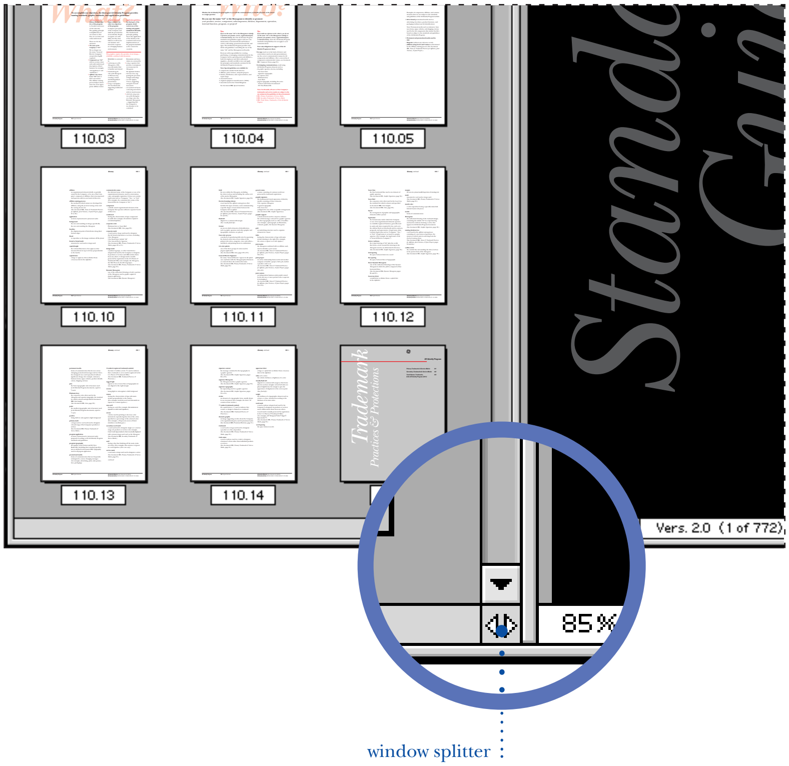
Most GE Identity Program documents open with thumbnails of the document pages displayed in the navigation pane and the document cover displayed in the document area, as shown in the example at the left. To show or hide the navigation pane, click the third button on the toolbar.

To show thumbnails, click the Thumbnails tab in the navigation pane.

To show more thumbnails, use the scroll bar to the right of the navigation pane.

To go to a specific page,* click its thumbnail.

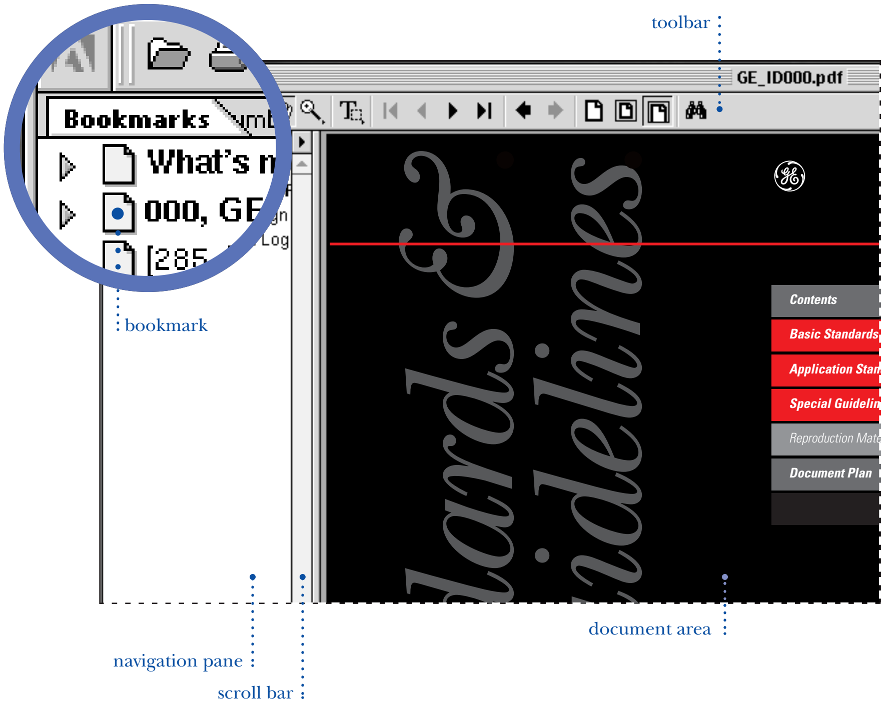
*Note: In the 3.01 and earlier versions of Acrobat Reader, the *Acrobat page number* shown below the thumbnail does not correspond to the GE Identity Program *document page number* in the upper-right corner of each document page. In the 4.0 and later versions of Acrobat Reader, the Acrobat and document page numbers are the same.


110.03
110.04
110.05
110.10
110.11
110.12
110.13
110.14
Vers. 2.0 (1 of 772)
85%
window splitter

To increase the width of the navigation pane and display more thumbnails at once, drag the window splitter (located below the vertical scroll bar) to the right, as shown in the example at the left.

Thumbnails help locate pages with pictures, but all-text pages can appear confusingly similar at thumbnail size, and the time required for thumbnails to be drawn on the screen can slow navigation. For faster navigation, use bookmarks, described on page 03.

continued


toolbar
GE_ID000.pdf
Bookmarks
What's n
000, GE
[285
bookmark
Contents
Basic Standards
Application Stan
Special Guidelin
Reproduction Mate
Document Plan
document area
navigation pane
scroll bar

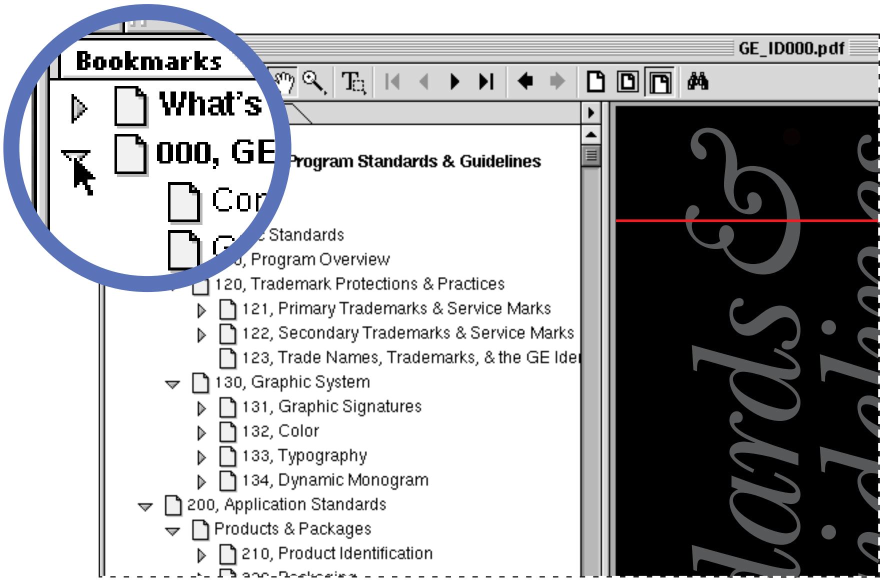
Bookmarks

Most GE Identity Program documents contain a contents listing—known in Acrobat as *bookmarks* —which may be displayed in the navigation pane instead of thumbnails. Note: A right-pointing triangle at the left of a bookmark indicates that the bookmark contains nested bookmarks.

To show bookmarks, click the Bookmarks tab in the navigation pane, as shown in the example at the left.

To show bookmarks that extend below the navigation pane, use the scroll bar to the right of the pane.

To go to a bookmarked page, click its bookmark.


GE_ID000.pdf
Bookmarks
What's
000, GE
Program Standards & Guidelines
Con
Standards
0, Program Overview
120, Trademark Protections & Practices
121, Primary Trademarks & Service Marks
122, Secondary Trademarks & Service Marks
123, Trade Names, Trademarks, & the GE Ide
130, Graphic System
131, Graphic Signatures
132, Color
133, Typography
134, Dynamic Monogram
200, Application Standards
Products & Packages
210, Product Identification

To show nested bookmarks, click the triangle at the left of the bookmark so it points down, as shown in the example at the left.

To hide nested bookmarks, click the triangle so it points to the right.

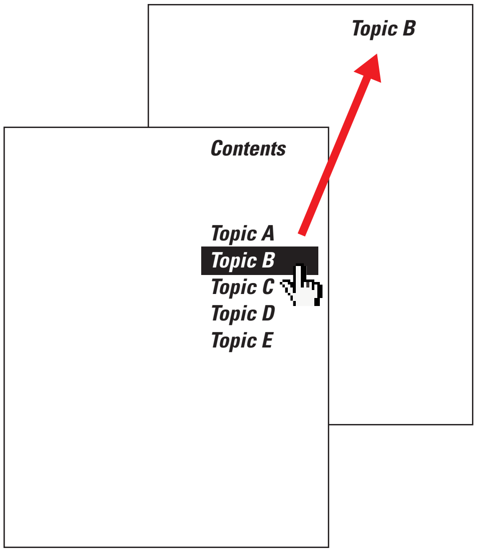
To increase the width of the navigation pane to display more of the bookmark entries as shown in the example at the left, drag the window splitter (located below the vertical scroll bar) to the right, as shown in the second example on page 02.

Additional custom navigational tools —*links*—are built into GE Identity Program documents, as shown in the examples at the left.

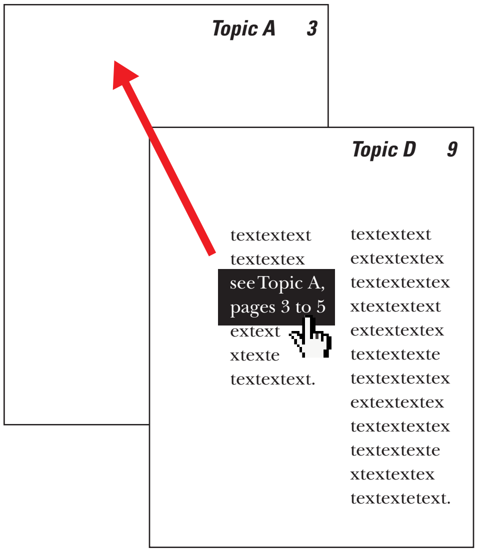
As an Acrobat tool like the hand tool is scrolled over a page, it changes to a pointer hand when a link is found.

To go to the linked destination, click the link.

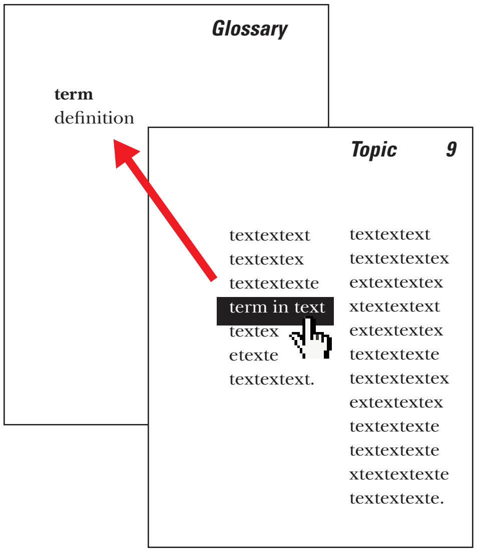
Note: Links between documents are accessible only if the linked document is available.


Topic B
Contents
Topic A
Topic B
Topic C
Topic D
Topic E

To go to the first page of a topic,
click the topic in a table of contents.

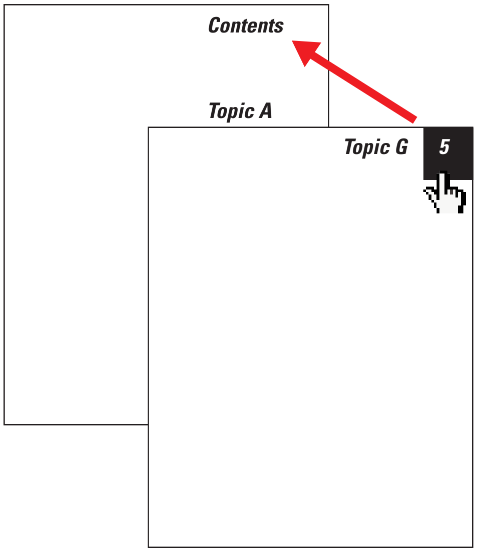

Topic A 3
Topic D 9
textextext
textextex
see Topic A,
pages 3 to 5
extext
xtexte
textextext.
textextext
extextextex
textextextex
xtextextext
extextextex
textextexte
textextextex
extextextex
textextextex
textextexte
xtextextex
textextetext.

To go to the first page of a cross-reference,
click the reference.


Glossary
term
definition
Topic 9
textextext
textextex
textextexte
term in text
textex
etexte
textextext.
textextext
textextextex
extextextex
xtextextext
extextextex
textextexte
textextextex
extextextex
textextexte
textextexte
xtextextexte
textextexte.

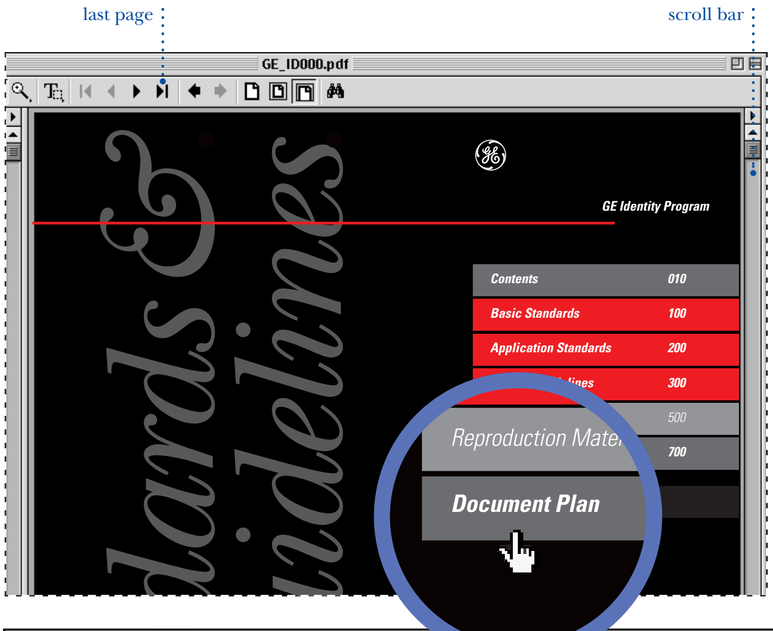
To go to the Glossary
for the definition of a GE Identity Program term,
click the term.

Note: Generally, only the first occurrence of a term on each page is linked. In some documents, terms are linked to definitions in the document instead of the Glossary.


Contents
Topic A
Topic G
5

To return to a table of contents,
click in the upper-right corner of the page
near the page number.

Note: Similarly, in a group of documents such as the *Standards & Guidelines,* the upper-right corner of each document cover is linked to the next higher level in the hierarchical organization of documents. By clicking in this area, you can move quickly up through higher levels of contents listings.


last page
scroll bar
GE_ID000.pdf
GE Identity Program
Contents 010
Basic Standards 100
Application Standards 200
...lines 300
500
Reproduction Mate...
700
Document Plan
Standards & Guidelines

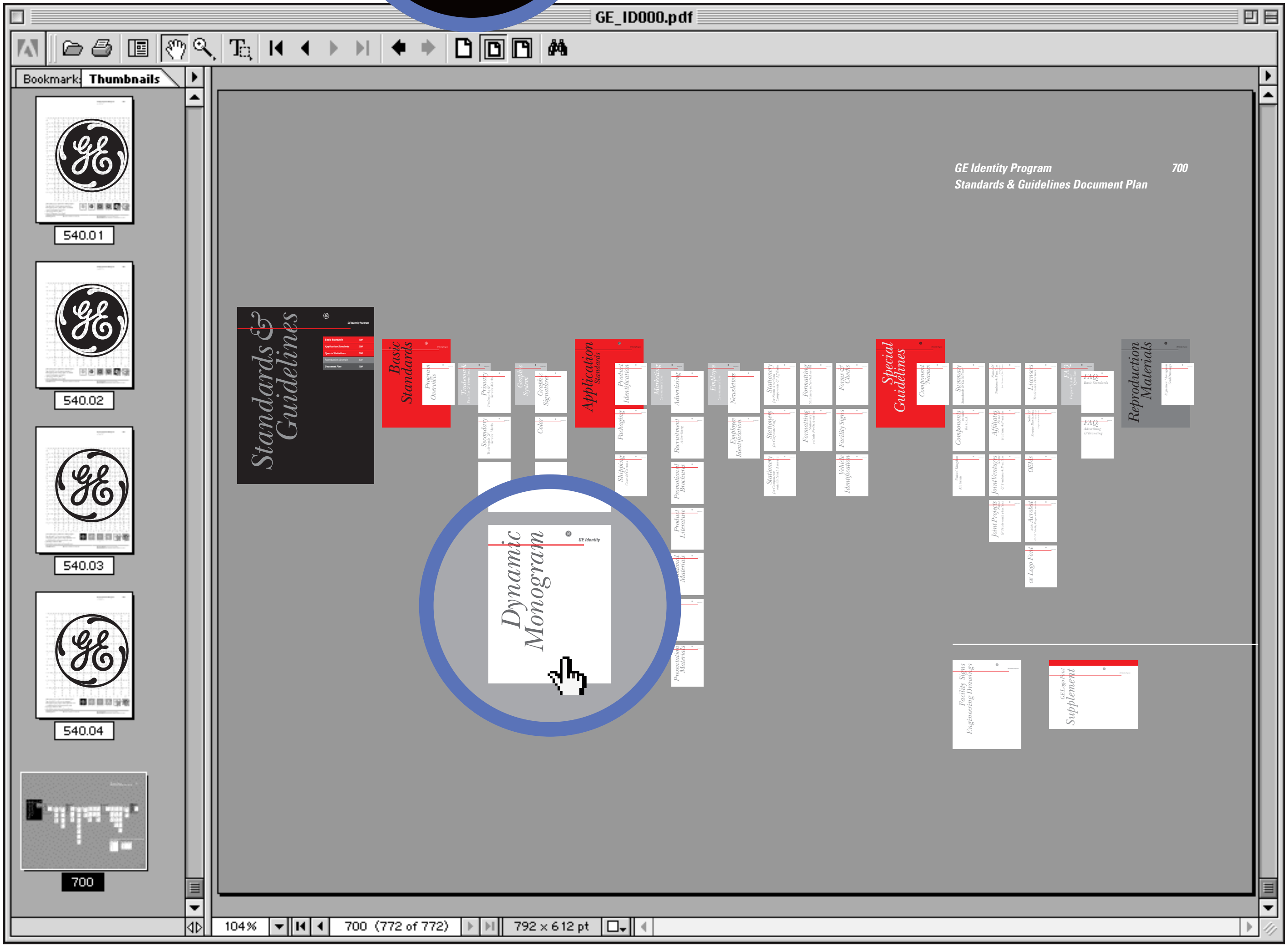
In the computer version of the *GE Identity Program Standards & Guidelines*, a visual plan of all document covers is provided on the last page, shown below. In the plan, each document cover is linked to the actual document.

To go to the Document Plan from the cover of the **Standards & Guidelines,** click the Document Plan button, as shown in the example at the left.

To go to the Document Plan from any page in the Standards & Guidelines, *either*

- click the *last page* button on the toolbar
- use the scroll bar to the right of the document area

To go to any document shown in the Document Plan, click the document.


GE_ID000.pdf
Bookmarks
Thumbnails
540.01
540.02
540.03
540.04
700
GE Identity Program
Standards & Guidelines Document Plan
700
Standards & Guidelines
Basic Standards
Application Standards
Special Guidelines
Reproduction Materials
Dynamic Monogram
Supplement
104%
700 (772 of 772)
792 x 612 pt

GE Logo Font

GE Logo Font is a computer font that contains—instead of the alphabet—all versions of the

- **signature Monogram**
  (the full Monogram used in graphic signatures)
- **Dynamic Monogram**
  (the partial Monograms, each used as optional graphic support)

Once GE Logo Font is installed on a computer, any version of the Monogram can be created by simply typing a key or series of keys in any computer program that provides font menus.

GE Logo Font is available for Macintosh and Windows computer platforms from the GE Identity Website or Hotline.

These guidelines help you use GE Logo Font on a computer to create the signature and Dynamic Monograms.

For technical assistance installing GE Logo Font, contact your local computer technical support.

Related guidelines are available from the GE Identity Website or Hotline:

To construct a graphic signature, see document
- **131**, *Graphic Signatures*

To use color in the signature Monogram or any version of the Dynamic Monogram, see documents
- **132**, *Color*
- **134**, *Dynamic Monogram*

To use the Dynamic Monogram in any program application, see document
- **134,** *Dynamic Monogram*

GE Logo Font

Contents

Introduction & General Guidelines **382**.02

Signature Monogram
in Word Processing Programs **382**.04
in Drawing, Painting, & Page Layout Programs **382**.05

Dynamic Monogram
in Comprehensives or Mock-Ups **382**.07
in Artwork **382**.08

Linear Dynamic Monogram **382**.09

Sizing the Signature Monogram **382**.10

GE Logo Font is a computer font that contains —instead of the alphabet—all versions of the

- **signature Monogram**
- **Dynamic Monogram**

Once GE Logo Font is installed on your computer, you can create the Monogram by simply selecting GE Logo Font and typing a key or series of keys in any program that provides font menus.

Note: GE Logo Font is installed following the same procedure used for any other font on your computer; this guide does not contain installation instructions. For assistance installing GE Logo Font, contact your local computer technical support.

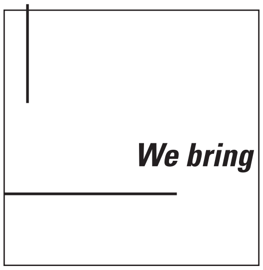
The same general procedure is used to create all versions of the

- **signature Monogram**
  (the full Monogram used in graphic signatures)
- **Dynamic Monogram**
  (the partial Monograms, each used as optional graphic support):

- ***Type the keys*** *required to produce the desired Monogram.*
- ***Convert the typed characters*** *to GE Logo Font either before or after typing them.*

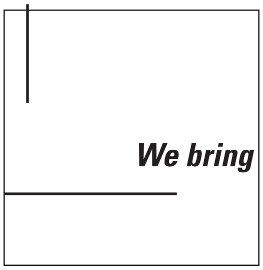
This general procedure is illustrated below.

continued

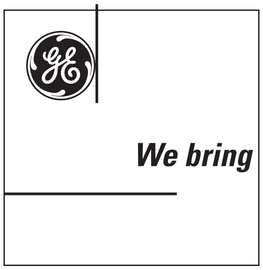


1. Place the typing cursor at the point where the Monogram will begin.

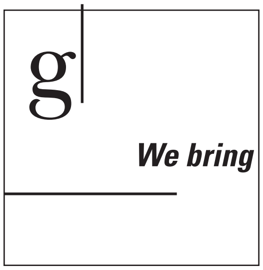
2. Follow the steps in either 2A or 2B at the right, depending on whether you wish to convert the typed characters to GE Logo Font before or after they are typed**.**



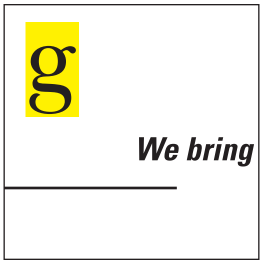
2A.
Select
- GE Logo Font from the font menu
- the Monogram point size*



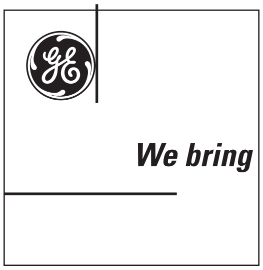
Type the key or series of keys required to produce the desired Monogram (in this case, “g”). This produces the desired Monogram (with the typing cursor at the right of the Monogram).



2B.
Type the key or series of keys required to produce the desired Monogram (in this case, “g”) in any font and point size.*



Select (highlight) the letter or series of letters.



With the letter or series of letters selected, select GE Logo Font from the font menu. This converts the selection to the desired Monogram (with the typing cursor at the right of the Monogram).

* The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information, see pages 10 to 12.

To correctly size the signature Monogram for a graphic signature, use a point size for the signature Monogram that is *two, three,* or *four* times the point size of the signature typography. Conversely, use a point size for the signature typography that is *one-half, one-third,* or *one-quarter* the point size used for the signature Monogram.

For more information on sizing the signature Monogram, see pages 10 to 12.

To construct graphic signatures, see document **131**, *Graphic Signatures,* pages 11 to 18.

All versions of the Dynamic Monogram are provided in two forms: for use in either

- ***comprehensives (mock-ups)*****,** correctly trimmed
- ***artwork*****,** with additional area for bleed and trim marks showing the correct crop

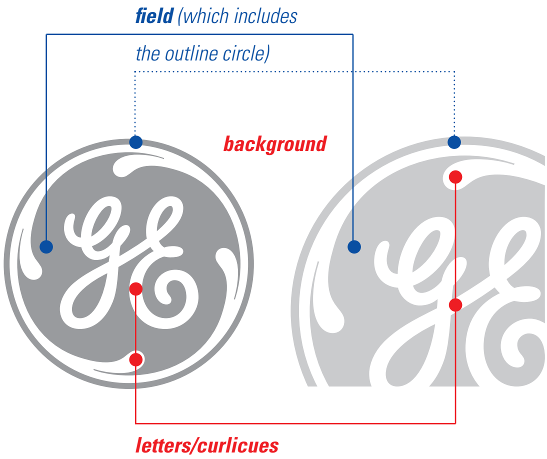
For guidelines on using the correct version, see pages 07 and 08.

For reproduction alternatives and use guidelines, see document **134**, *Dynamic Monogram.*

Ensure correct color reproduction of the signature and Dynamic Monograms by using the correct positive or reverse version.

Remember: The letters/curlicues are *always* lighter than the field. Typically, the Monogram field is black or Platinum Grey (40% black), and the letters/curlicues are white.

For guidelines on using the correct positive or reverse version of the signature Monogram, see pages 04 and 05.



Cautions

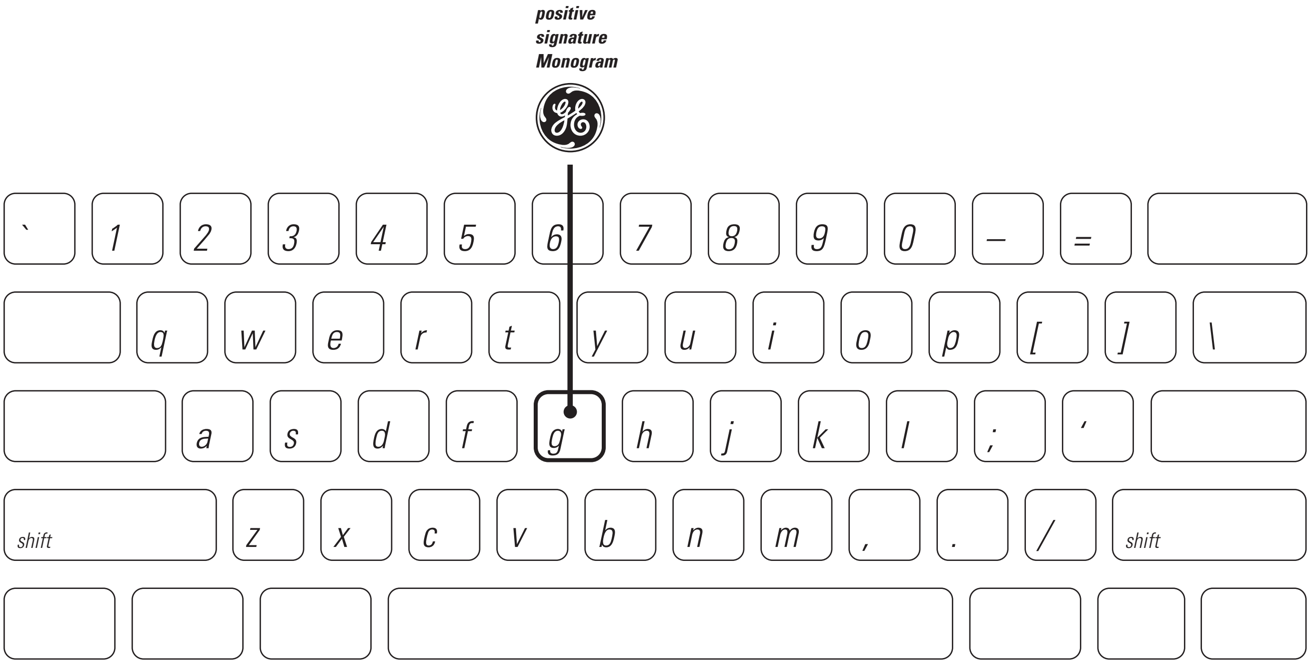
- **Use a plain or normal style attribute for all characters in GE Logo Font.** Italic, bold, outline, condensed, or other style attributes will badly distort GE Logo Font.
- **Use flush left settings.** To avoid unpredictable results, do not use flush right, centered, or justified settings for GE Logo Font.
- **Use the value for "white" that is standard in the computer program you are using.** Sometimes this value is "paper" or "0% black" instead of the "white" used in this guide.
- **For best results when using GE Logo Font in**

- ***Adobe Illustrator,*** uncheck Auto kerning in the Character window displayed from the pull-down Type menu:
Type > Character… > ☐ Auto kerning

- ***Adobe PageMaker,*** check "No track" in the pop-up Track menu displayed from the pull-down Type menu:
Type > Track > ✔ No track

- ***QuarkXPress,*** check "Standard em space" in the Typographic Preferences window displayed from the pop-up Preferences menu on the pull-down Edit menu:
Edit > Preferences > Typographic… >
☒ Standard em space

- **Computer screens and video monitors do not display the linear patterns and trim marks well.**
  - *Never* use the linear versions of the Dynamic Monogram in files intended for display on computer screens or video monitors.
  - *Ignore* the poor screen display of the trim marks; the screen display is unrelated to the output.
- **Type the correct characters.**
  - The following characters are not used in GE Logo Font:
    - the numerals 1 and 0
    - the letter l
  - A capital letter indicates that the Shift key must be used with the character key.

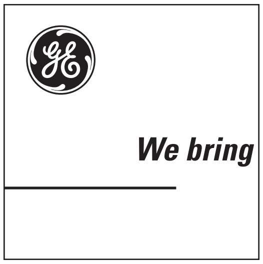


When the Monogram is correctly reproduced using a word processing program, the field is black or Platinum Grey and the color of the paper appears in the letters/curlicues.

*Note: The letters/curlicues are never darker than the field.**

To create the correct color in each part of the Monogram, carefully follow the steps shown at the right.

Note: The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information on sizing the signature Monogram and typography, see pages 10 to 12.

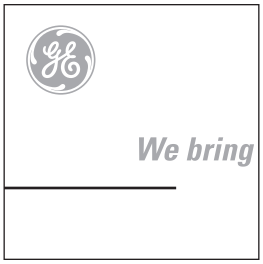


To produce a black Monogram:

1. Type "g" in GE Logo Font to use the positive signature Monogram.

2. Make the Monogram black. This produces a Monogram with black in the field and the color of the paper in the letters/curlicues.

3. In the laser printer, use any appropriate color paper such as white, off-white, light grey, or light or bright colors.

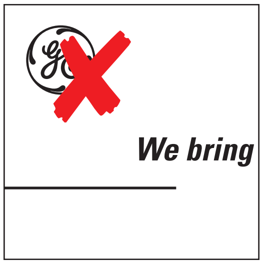


To produce a Platinum Grey Monogram:

1. Type "g" in GE Logo Font to use the positive signature Monogram.

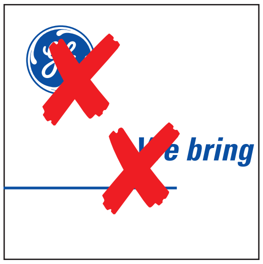
2. Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black). Note: For best output, use a printer with high resolution such as 600 dots per inch (dpi). Avoid using a 300-dpi printer.

3. In the laser printer, use white, off-white, or very light grey paper.



To avoid errors in reproduction:

Never type "e" in GE Logo Font to produce the reverse signature Monogram. In word processing programs, this key produces a Monogram with a value in the letters/curlicues that is darker than the field, which is incorrect.



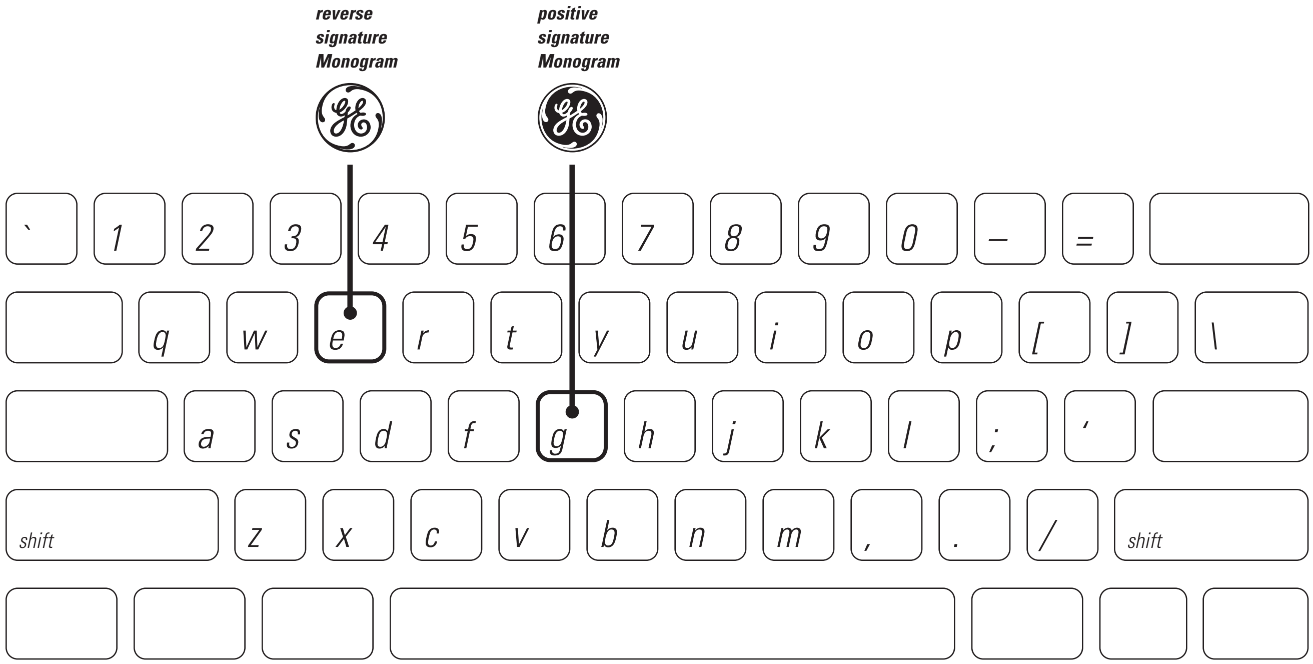
To avoid errors in color use:

Never use any color but black or Platinum Grey in the signature Monogram, typography, and Laser Line (as described in the second example at the left).

Correct reproduction of a graphic signature requires all elements to be black or Platinum Grey against a light background; as an option, Laser Red may be used in only the Laser Line.*

---

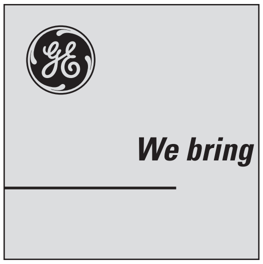
*For additional guidelines on color in the Monogram and graphic signatures, see document **132**, *Color.*


reverse signature Monogram
positive signature Monogram
` 1 2 3 4 5 6 7 8 9 0 – =
q w e r t y u i o p [ ] \
a s d f g h j k l ; '
shift z x c v b n m , . / shift

When the Monogram is correctly reproduced in a drawing, painting, or page layout program, the letters/curlicues are lighter than the field. *Note: The letters/curlicues are never darker than the field.**

To create the correct color in each part of the Monogram, carefully follow the steps shown at the right and on the next page.

Note: The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information on sizing the signature Monogram and typography, see pages 10 to 12.

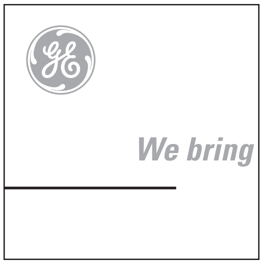


To produce a black Monogram:

1. Type "g" in GE Logo Font to use the positive signature Monogram.

2. **Make the Monogram black.** This produces a Monogram with black in the field and the color of the paper in the letters/curlicues.

3. **In the laser printer, use any appropriate color paper** such as white, off-white, light grey (shown above), or light or bright colors.

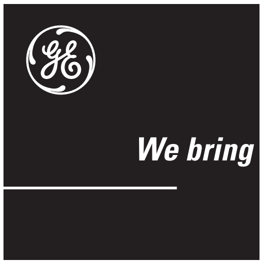


To produce a Platinum Grey Monogram:

1. Type "g" in GE Logo font to use the positive signature Monogram.

2. **Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black).** Note: For best output, use a printer with high resolution such as 600 dots per inch (dpi). Avoid using a 300-dpi printer.

3. **In the laser printer, use white (shown above), off-white, or very light grey paper.**



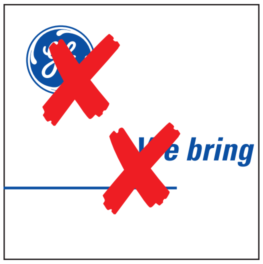
To reverse or "drop out" a Monogram:

1. **Create a medium to dark background color** (such as black, above).

2. **Type "e"** in GE Logo Font to use the reverse signature Monogram.

3. **Make the Monogram (and signature typography and Laser Line) white.**

4. **In the laser printer, use white (shown above), off-white, or light grey paper.**



To avoid errors in color use:

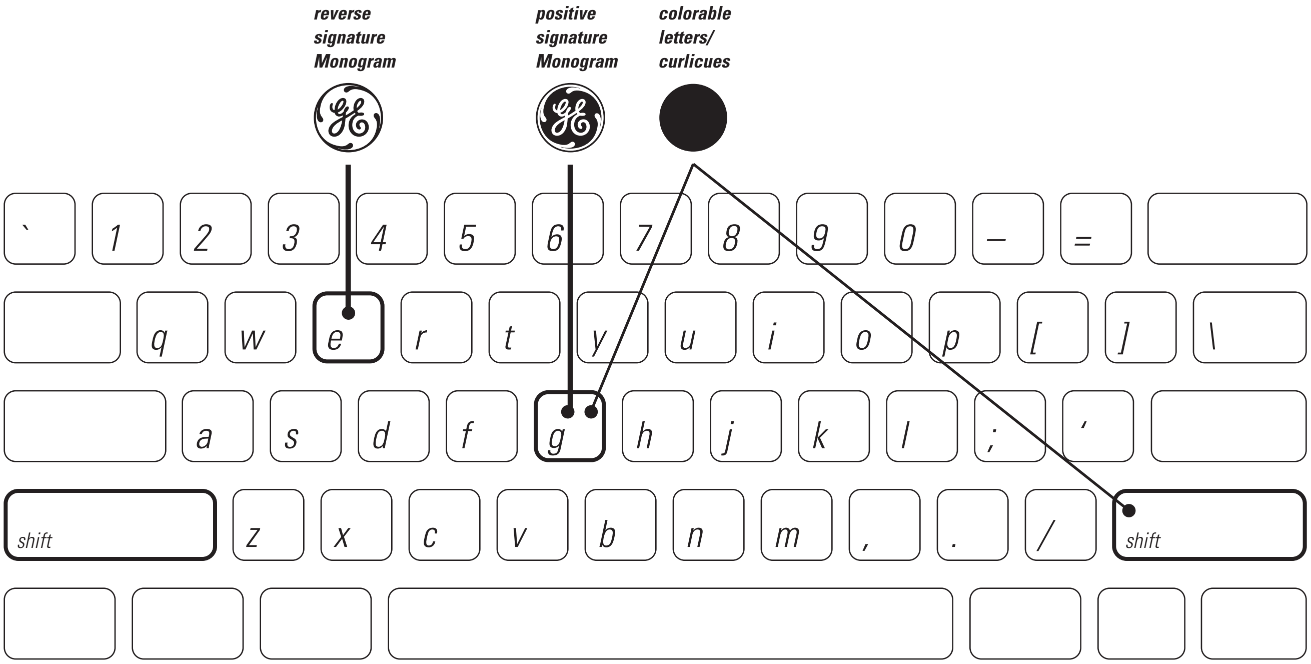
Never use any color but black, Platinum Grey, or white in the signature Monogram, typography, and Laser Line (as described in the examples at the left).

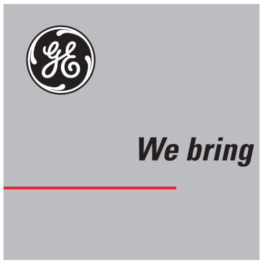
Correct reproduction of a graphic signature requires all elements to be black or Platinum Grey against a light background or white against a dark background; as an option, Laser Red may be used in only the Laser Line.*

continued

---

*For additional guidelines on color in the Monogram and graphic signatures, see document **132**, *Color.*


reverse signature Monogram
positive signature Monogram
colorable letters/ curlicues
` 1 2 3 4 5 6 7 8 9 0 – =
q w e r t y u i o p [ ] \
a s d f g h j k l ; '
shift z x c v b n m , . / shift

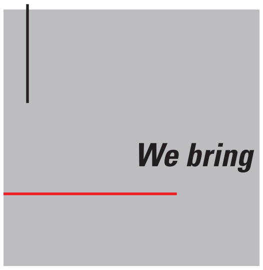


To produce a Monogram with a black field and white letters/curlicues on a colored background:

1. Create a light to dark background color such as the medium grey shown above.

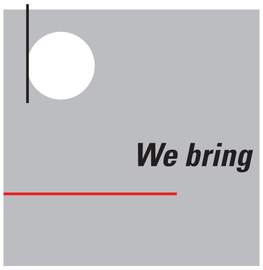
2. To create the Monogram, follow the steps in either 2A or 2B at the right.

3. In the laser printer, use white paper.

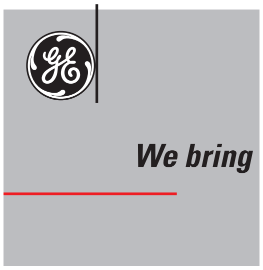


2A.
Place the typing cursor at the point where the Monogram will begin.

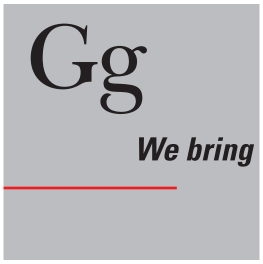
Select
- GE Logo Font
- the Monogram point size*
- the color white



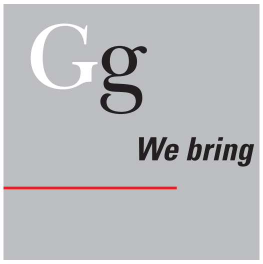
Type "Shift - G". This produces a solid white circle (with the typing cursor remaining at the left of the circle).



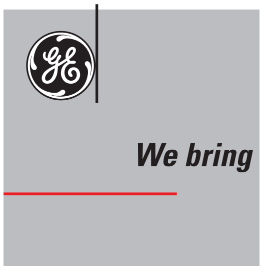
Select the color black, and type "g". This produces a black Monogram on top of the white circle (with the typing cursor at the right of the Monogram).



2B.
Place the typing cursor at the point where the Monogram will begin and type "Shift - G" and "g" in any font and point size.* This produces the letters *G* and *g*.

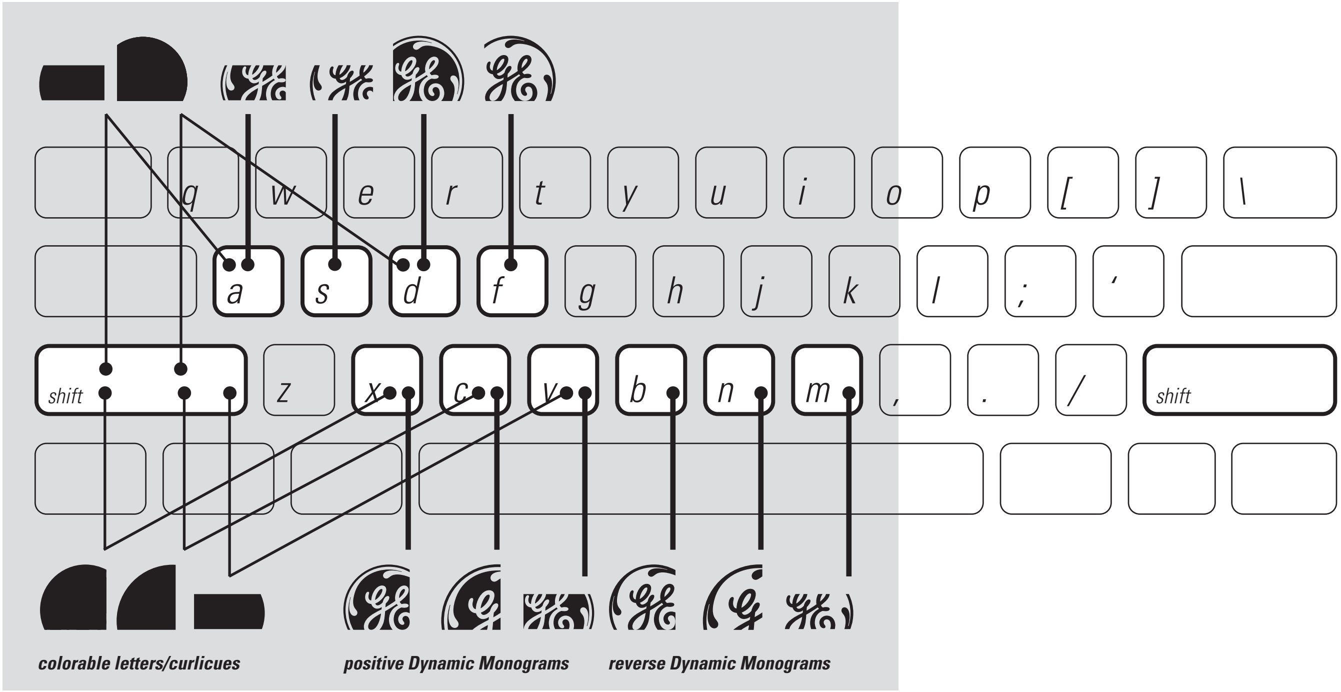


Make the capital *G* white and the lowercase *g* black. Then select (highlight) both letters.



With the letters still selected (highlighted), select GE Logo Font from the font menu. This converts the letters into a Monogram with a black field and white letters/curlicues (with the typing cursor at the right of the Monogram).

*The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information, see pages 10 to 12.


q
w
e
r
t
y
u
i
o
p
[
]
\
a
s
d
f
g
h
j
k
l
;
'
shift
z
x
c
v
b
n
m
,
.
/
shift
colorable letters/curlicues
positive Dynamic Monograms
reverse Dynamic Monograms

The Dynamic Monogram is reproduced

- **large**
- **bleeding off the format** (so that it appears to continue beyond the edge of the format)
- **in a subtle color** of low contrast to the background
- **with the letters/ curlicues lighter than the field**
  *Note: The letters/curlicues are never darker than the field.**

To produce correct Dynamic Monograms in comprehensives (or mock-ups) using a computer and an imaging device such as a laser printer, use the Dynamic Monograms available on the character keys *a, s, d, f, x, c, v, b, n,* and *m* in the lower half of the keyboard, as shown above.

Note: Do not use these Monograms in artwork that will be reproduced by traditional methods such as offset lithography. *For that purpose, use the other Dynamic Monograms with extra area for bleed and trim marks, as described on page 08.*

When you want the background color to appear in the letters/curlicues, use the *positive* Dynamic Monograms. Type “a”, “d”, “x”, “c”, or “v” and color the Monogram *darker* than the background.

When you want the background color to appear in the field, use the *reverse* Dynamic Monograms. Type “s”, “f”, “b”, “n”, or “m” and color the Monogram *lighter* than the background.

When you want both the color in the letters/ curlicues and the color in the field to be different from the background, use both a colorable letters/curlicues key and the corresponding positive Dynamic Monogram key:

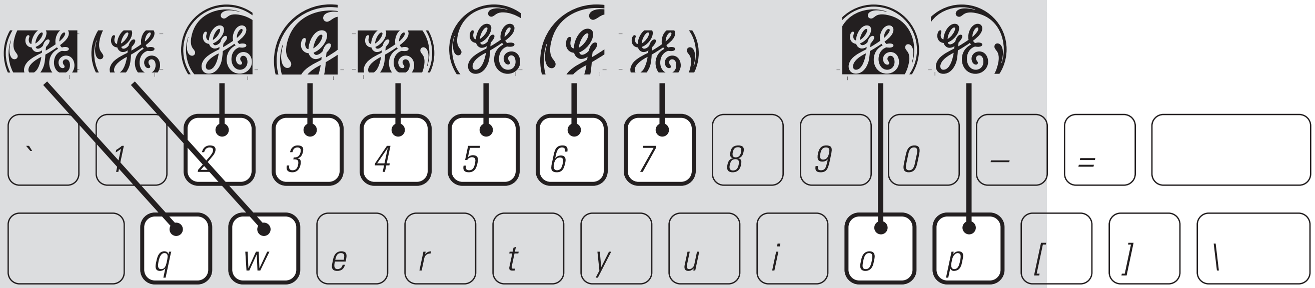
- *For the right-bleeding three-quarter version, type “Shift - X” and “x”.*
- *For the left-bleeding three-quarter version, type “Shift - D” and “d”.*
- *For the one-quarter version, type “Shift - C” and “c”.*
- *For the right-bleeding horizontal version, type “Shift - A” and “a”.*
- *For the left-bleeding horizontal version, type “Shift - V” and “v”.*

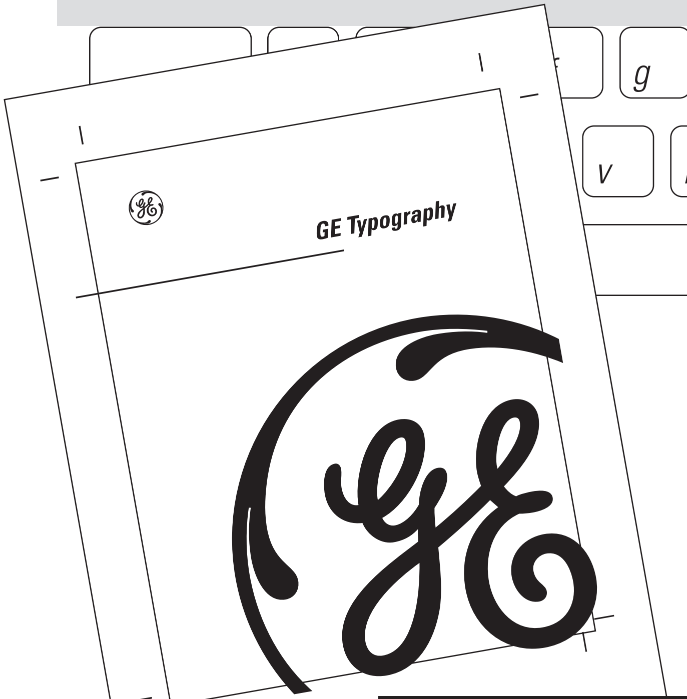
Note: You must enter the color value and point size and type the keystrokes in the same sequence that is used to create the signature Monogram.
Follow the instructions for this procedure on page 06, substituting the keystrokes given above.

For more information, see document **382**.Sup, *GE Logo Font Supplement* (filename: *LOGO_SUP.pdf*), available from the GE Identity Website or Hotline.

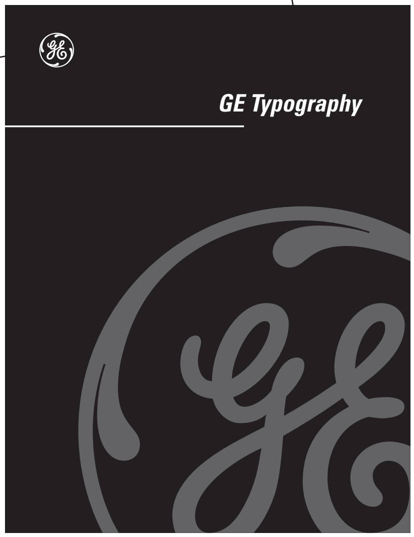
*For examples of reproduction alternatives and additional guidelines, see document **134**, *Dynamic Monogram.*

For artwork only. *Use these only when you are preparing artwork for traditional printing (such as offset lithography) where the bleed area will be trimmed off the printed piece.*





Artwork indicating bleed and trim marks



Final printed and trimmed item

When correctly reproduced, a Dynamic Monogram appears to continue beyond the edge of the format on which it is displayed.

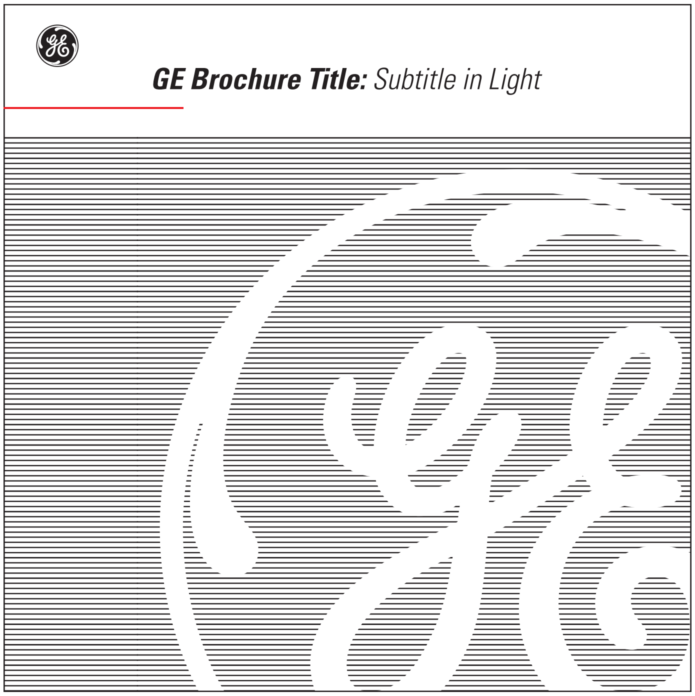
To produce this effect in traditional printing (such as offset lithography), the Monogram is printed on paper larger than the trim size, and it extends beyond the trim edge. The excess, known as the bleed area, is trimmed off in the final steps of the printing process.

In artwork prepared for reproduction by traditional printing methods, use the Dynamic Monograms available on the numeral keys *2, 3, 4, 5, 6,* and *7* and the character keys *q, w, o,* and *p* in the upper half of the keyboard. They contain both

- trim marks to indicate the correct crop
- the extra area that will be cut off when the printed piece is trimmed to the finished size

Note: Do not use these Monograms in documents that will be output on laser printers.
Use them only to prepare artwork for reproduction by traditional methods such as offset lithography.

For more information, see document **382**.Sup, *GE Logo Font Supplement* (filename: *LOGO_SUP.pdf*), available from the GE Identity Website or Hotline.


GE Brochure Title: Subtitle in Light

Detailed guidelines for creating the linear versions of the Dynamic Monogram are contained in document **382**.Sup, *GE Logo Font Supplement* (filename: *LOGO_SUP.pdf*), available from the GE Identity Website or Hotline.

Caution: Although the guidelines in document **382**.Sup, *GE Logo Font Supplement,* make the process of creating the linear Dynamic Monograms appear easy, the ability to follow the directions and display, print, and reproduce acceptable results requires extensive knowledge of and experience in

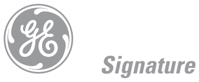
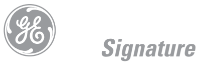
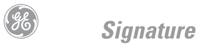
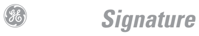
- the limitations of and interactions among computer memory, computer programs, and display and output devices
- basic design principles
- the requirements of the GE Identity Program

Therefore, use of the linear Dynamic Monograms is recommended only to professional graphic designers preparing materials on high-end computers for traditional reproduction methods such as offset lithography.

Use by office personnel in documents prepared on standard office computers for display on computer screens and/or output on laser printers is strongly discouraged.

When correctly sized in a graphic signature, the diameter of the Monogram is two, three, or four times larger than the capital height of the signature typography in most program applications. In applications such as tradeshow exhibits, where the signature typography must appear very large in relation to the Monogram, the signature Monogram may be sized just one-third larger than the typography.

Expressed as a diameter : capital height ratio, these four proportional relationships are:

	**4 : 1**	where the diameter of the Monogram is *quadruple* the capital height of the signature typography, and the capital height of the typography is *one-quarter* the diameter of the signature Monogram
	**3 : 1**	where the diameter of the Monogram is *triple* the capital height of the signature typography, and the capital height of the typography is *one-third* the diameter of the signature Monogram
	**2 : 1**	where the diameter of the Monogram is *double* the capital height of the signature typography, and the capital height of the typography is *one-half* the diameter of the signature Monogram
	**4 : 3**	where the diameter of the Monogram is *one-third larger* than the capital height of the signature typography, and the capital height of the typography is *three-quarters* the diameter of the signature Monogram

Signature Typography

To make it easy to achieve these correct proportional relationships, the diameter of the signature Monogram in GE Logo Font *equals* the height of the Univers 68 and 48* capital letters in signature typography when both the Monogram and the typography are specified at the same point size. As shown in the example above, the diameter equals the capital height when

- the signature Monogram is specified as 18-point GE Logo Font
- the signature typography is specified as 18-point Univers 68*

Because of this built-in 1 : 1 size relationship, it is easy to specify the correct point size for both the signature Monogram and typography, as shown in the examples on pages 11 and 12.

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

continued

Reminder:
When used to specify a size in any given font, a point measurement states the distance between
- ***the top of the ascender*** *(such as the top of the "h")*
- ***the bottom of the descender*** *(such as the bottom of the "q")*

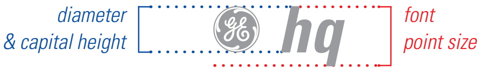
***The point-size measurement of a font does* not state**
- ***the diameter of the Monogram in GE Logo Font***
- ***the height of the capital letters in any font***

The actual height of the capital letters and the actual diameter of the Monogram always measure* less than *the point-size specification.

In most applications, the actual *capital height and diameter measurements are unimportant.*

What is important in all applications is the proportional relationship *between the capital height and diameter sizes.*

Establishing the correct proportional relationship between the two point sizes by following the guidelines here ensures that the actual sizes also will be correct.



Signature Typography

Signature Typography

Signature Typography

Signature Typography

If you have determined the desired point size of the signature Monogram, then specify the signature typography at

- ***one-quarter***
- ***one-third***
- ***one-half***
- ***three-quarters***

the point size of the signature Monogram.

For example, as shown at the left, when the Monogram is specified in GE Logo Font at

- ***48 point***

the signature typography may be specified in Univers 68 (and, if needed, Univers 48)* at

- ***12 point*** (*one-quarter* the Monogram point size)
- ***16 point*** (*one-third* the Monogram point size)
- ***24 point*** (*one-half* the Monogram point size)
- ***36 point*** (*three-quarters* the Monogram point size)

continued

---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

If you have determined the desired point size of the signature typography, then specify the signature Monogram at

- ***quadruple***
- ***triple***
- ***double***
- ***one-third larger than***

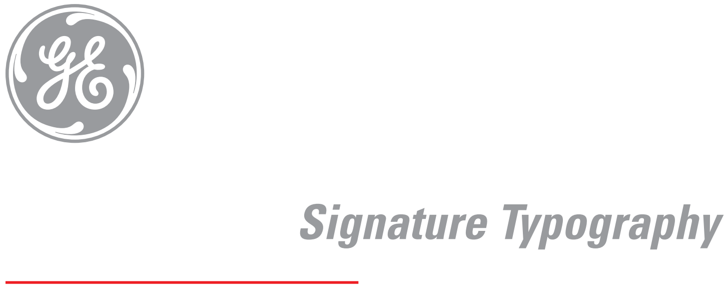
the point size of the signature typography.

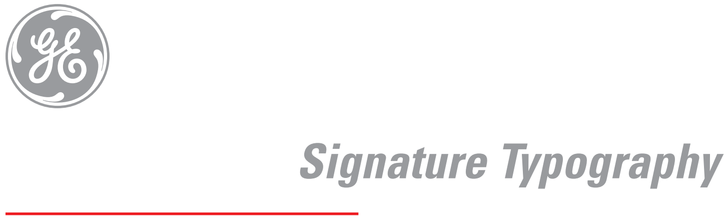
For example, as shown at the left, when the signature typography is specified in Univers 68 (and, if needed, Univers 48)* at

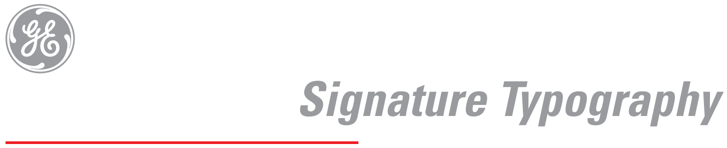
- ***18 point***

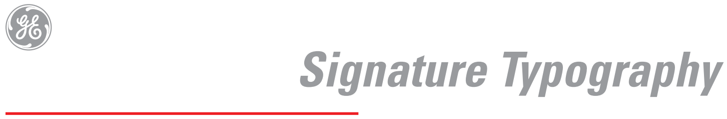
the signature Monogram may be specified in GE Logo Font at

- ***72 point*** (*quadruple* the typography point size)
- ***54 point*** (*triple* the typography point size)
- ***36 point*** (*double* the typography point size)
- ***24 point*** (*one-third larger than* the typography point size)









---

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique

FAQ

Frequently Asked Questions

Basic Standards 391

Advertising & Branding 392

FAQ: Basic Standards

Frequently Asked Questions
about the Basic Standards of the GE Identity Program

May I use a color in the signature typography or must I always use Platinum Grey and Laser Red?

The entire graphic signature (the signature Monogram, signature typography, and Laser Line) may be reproduced in black, white, or Platinum Grey. In any of these cases, the Laser Line also may be reproduced in Laser Red, if available.

No other color may be used in any of the signature elements. Instead, you may use *color in the background* and *reverse the signature in white* or *overprint it in black*, whichever maintains stronger contrast with the background color. In these cases, the Laser Line also may be reproduced in Laser Red, if available, provided sufficient contrast is maintained to preserve the strength of the Laser Line.

Note: The fundamental “look and feel” of the Company and its businesses is established by using either
- Platinum Grey in the signature Monogram and typography and Laser Red in the Laser Line against a white background
- White in the signature Monogram and typography and Laser Red in the Laser Line against a black background

May I use the Dynamic Monogram alone?

No; it must always be used with a full graphic signature.

The Dynamic Monogram is not a trademark; it is used as an optional element of *graphic support*, in place of—*not with*—other graphic support such as a photograph, illustration, or thematic graphic. Such an element provides visual interest, individuality, and differentiation *in support of* a graphic signature where the Company’s primary trademark, the signature Monogram, is displayed.

continued

May I place the signature typography over photographs or graphics?

Yes, provided the photographs, illustrations, or thematic graphics in the area around the signature typography are relatively even (without areas of high contrast) and unpatterned (free of sharp details), to preserve high legibility.

May I use a color outside the GE color palettes?

Yes. The GE color palettes provide a well-rounded range of bright, dark, and grey and metallic colors appropriate for use in backgrounds, rule lines, bars, and bands in promotional applications—and you are encouraged to examine them carefully. Nevertheless, any appropriate color may be used.

Color is the most relative of all visual elements: different cultural groups and nationalities attach different meanings to the same colors, the dominant color specification system varies between countries, and new colors are added to each color specification system regularly.

The final criteria for selecting color is its appropriateness to your promotional message and its target audience.

What may I put below the Laser Line?

In promotional applications, there are few limitations on the information that may be placed either in the graphic signature (above the Laser Line) or outside the signature (generally, below the Laser Line).

For example, on a brochure cover, you can emphasize information (such as your business name) by placing it in the graphic signature. Outside a graphic signature, you can emphasize information (such as the brochure title) by increasing its size and accenting it with color. Conversely, you can place the brochure title in the graphic signature for emphasis and de-emphasize a secondary title outside the signature by reducing its size and subduing it with color.

continued

When should I use "General Electric Company" versus "GE Company"?

Use the *legal name* of the Company, "General Electric Company," only when legally required; for example, use it in legal documents such as letterheads, where it appears in the address block. Do not use the full legal name of the Company in a graphic signature.

Use the *communicative name* of the Company, "GE," to refer to the Company in copy and conversation.

Since there is no entity called "GE Company," avoid using this name.

When a graphic signature refers to the Company, use the Company slogan, "We bring good things to life." to add meaning to the signature Monogram. (Avoid using the communicative name of the Company alone in a graphic signature; "GE" by itself in a graphic signature appears to be insignificant and redundant because the communicative name alone adds no meaning to the signature Monogram.)

Is the Laser Line always used in the graphic signature?

Yes. The Laser Line is an integral part of a graphic signature. In promotional media such as advertising, brochures, and product literature and promotional materials such as novelties and T-shirts, a full graphic signature is required.

In certain nonpromotional applications such as rating plates on the back of products, the Laser Line may be eliminated if space restrictions are severe, but this omission is not permitted in promotional applications.

May I place signature typography over a horizontal Dynamic Monogram?

When any version of the Dynamic Monogram is reproduced large, bleeding off the format, and in a subtle color of low contrast to the background, any typography, including signature typography, may be reproduced over the Dynamic Monogram.

If the Dynamic Monogram is reproduced in strong contrast to the background, typography should not be reproduced over it because the typography would be difficult to read and the layout would appear cluttered.

FAQ: Advertising & Branding

Frequently Asked Questions about GE Advertising & Branding

My business goes to market under our own brand, not the GE brand. May I use the Monogram, Dynamic Monogram, or any other GE Identity Program elements in my business presentation to customers to leverage GE's equity?

No. If you go to market under your own brand, your business is either a level 4 or 5 affiliate, as determined by the affiliate naming scheme.

At level 5, the identifier of an affiliate communicates no association whatsoever with GE. The affiliate continues to use the same identifier as when GE acquired the business.

At level 4, the identifier of an affiliate establishes a minimal association with GE. The affiliate continues to use the same identifier as when GE acquired the business and *adds* a verbal reference to the component having responsibility for the business. For example, the phrase "A GE Capital Company" is displayed beneath the identifier of a GE Capital level 4 affiliate. For level 4 affiliates, such a verbal phrase—called an *endorsement*—is the only reference to GE permitted.

For both level 4 and 5 affiliates, no other elements of the GE Identity Program may be used. Thus, in business presentations for level 4 or 5 affiliates, the Monogram, Laser Line, graphic signature, corporate colors, program typography, and Dynamic Monogram may not be used. Of course, in the text of the presentation, the relationship with GE may be discussed, but the "look and feel" of the presentation graphics must be distinctly different from a GE presentation.

For more information, see document **341,** *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects.*

continued

Must I use "We bring good things to life." as my slogan?

Yes. All GE business units—except GE Capital's business-to-business units—use WBGTTL as their slogan and incorporate it into the graphic signature used as the sign-off in their advertisements.

GE has invested over $1 billion in the slogan since 1979, and the equity in our slogan is enormous. U.S. surveys show that more people are aware of WBGTTL than any of the slogans of our competitor and peer companies, and half of the people who are aware of the slogan associate it with GE. These awareness and association ratings are extraordinarily high. Each business should leverage the power of GE's positioning slogan for its own advantage.

But WBGTTL is consumer-oriented, and my business is industry- or service-oriented. May I use another slogan?

A secondary slogan or theme line may be integrated into your communication program—but not as a substitute for WBGTTL.

A good example is the GE Information Service advertising campaign that promotes "Productivity Solutions." This theme line appears in print advertisements as part of the body copy—not in the graphic signature sign-off, where WBGTTL is displayed.

New slogans are costly. GE research indicates that investments up to $400 million are required to reach the range of 40 to 50 percent awareness. Such costs are borne by the business creating the new slogan. But all GE businesses suffer the cost of a conflict between a new slogan and the message GE has been sending consistently for over 15 years.

May I translate "We bring good things to life." into my local language?

Yes. To ensure use of correct translations, GE Corporate Marketing Communications maintains a list of WBGTTL translations reviewed by local communicators and national executives for proper back translation to English. These approved translations are available from the GE internal website and GE Corporate Marketing Communications.

If you develop a new translation, please send it and its back translation to GE Corporate Marketing Communications for review and inclusion in the list of approved WBGTTL translations.

continued

May I translate "GE" and my business name into my local language?

No. The Company goes to market worldwide as "GE," communicated in English only. Since some local trademark laws do not protect and do not permit translation of a company name, we use the same English name around the world.

Similarly, we use the same English names for our businesses everywhere: for example, GE Plastics, GE Medical Systems, and GE Transportation Systems.

"General Electric Company" is better known in my country than "GE." May we go to market as "General Electric Company"?

No. The Company goes to market worldwide as "GE," and each of the Company's components and licensed affiliates identifies itself with its communicative name—in most cases, the name "GE" plus a generic description of the business's primary competence or product line—in copy, conversation, and a graphic signature. (Note: Where required, the legal name, "General Electric Company," is used: for example, in an address block on letterheads.)

In 1987, this practice was standardized in the GE Identity Program, and it was reaffirmed by a consensus of the European CEC business leaders in 1995. As communications reach around the world to customers who increasingly operate globally, we have resolved to present a single, consistent identity to these constituents. The combined power of all GE businesses going to market and communicating as "GE" will help drive high brand awareness in markets where it may be low today.

Nevertheless, "General Electric" (not "General Electric Company") may be displayed in a graphic signature to identify and promote products where there is a compelling reason to use the name "General Electric" rather than "GE": for example, GE Lighting markets light bulbs in Europe using a graphic signature with the name "General Electric" on packages and in advertisements. *Note: Before first use, obtain authorization to use "General Electric" in a signature from the Manager – Corporate Identity, GE Corporate Marketing Communications.*

Reproduction Materials

Contained in this volume:

Signature Monogram Grid Drawings **540**
Laser-printed drawings
used in manual enlargement, including
- *Positive*
- *Reverse*

Available from the
GE Identity Website or Hotline:

GE Logo Font **551**
Custom font for Windows or Macintosh
computers with all versions of the
- *signature Monogram*
- *Dynamic Monogram*
- *linear Dynamic Monogram*

Note: On the CD-ROM, the PostScript version of GE Logo Font is available in the following folders inside the Fonts folder:
- *For Macintosh, 551_M_PS folder*
- *For Windows, 551_W_PS folder*

Color Samples **560**
Offset-printed sheets used to establish
visual standards for match color reproduction
with one uncoated and one coated sheet of
- *Platinum Grey*
- *Laser Red*
- *GE Grey & Metallic Color Palette*
- *GE Dark Color Palette*
- *GE Bright Color Palette*

Signature Monogram Grid Drawings

When the Monogram is reproduced so large that photomechanical methods of enlargement would be impractical, manual enlargement of the Monogram should be based on the grid drawings in this document. For example, if the Monogram were painted on the side of a water tower, the enlarged drawing would be based on one of the grid drawings found here.

Two grids are provided. In one, the diameter of the Monogram is divided into sixteen equal parts. In the other, the diameter of the Monogram is divided into ten equal parts. For enlargements using

- *feet and inches,* the grid drawing based on *sixteen* equal parts is recommended
- *meters and centimeters,* the grid drawing based on *ten* equal parts is recommended

Two versions of both grid drawings are provided: positive and reverse. Remember that the letters/curlicues are *always* reproduced lighter than the field. Thus,

- *against a white, light, or brightly colored background,* the *positive* drawing is used to make the field Platinum Grey or black and the letters/curlicues white
- *against a black, dark, Platinum Grey, or brightly colored background,* the *reverse* drawing is used to make the letters/curlicues white and the field the same color as the background

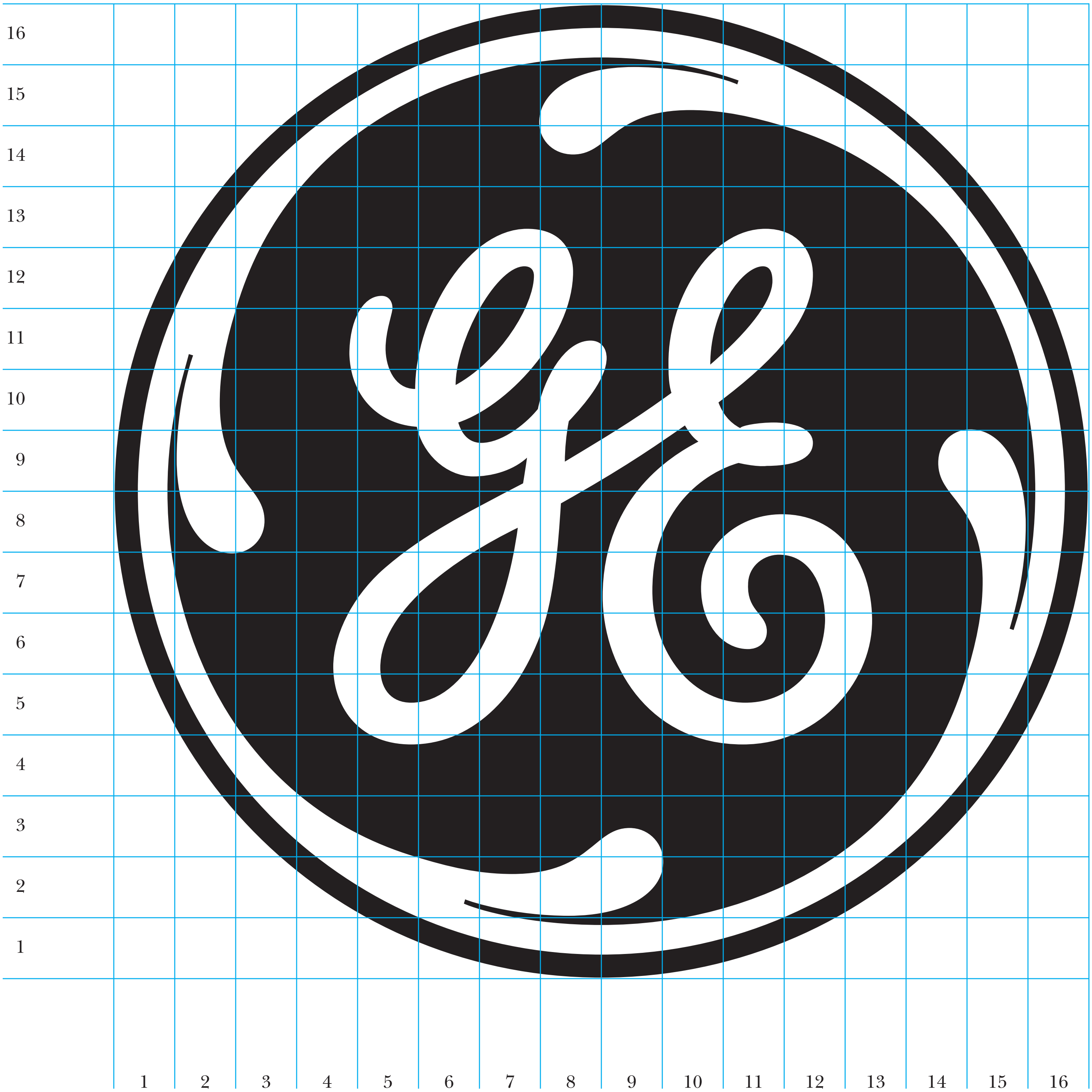
For more information on color in the Monogram, see document **132**, *Color,* available from the GE Identity Website or Hotline.

Contents

Positive Signature Monogram
- 16-Unit Grid **540**.01
- 10-Unit Grid **540**.02

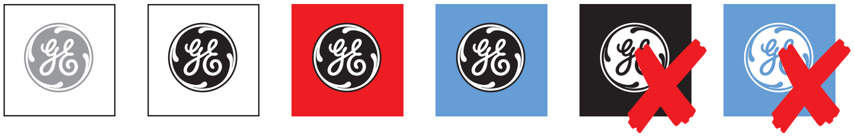
Reverse Signature Monogram
- 16-Unit Grid **540**.03
- 10-Unit Grid **540**.04

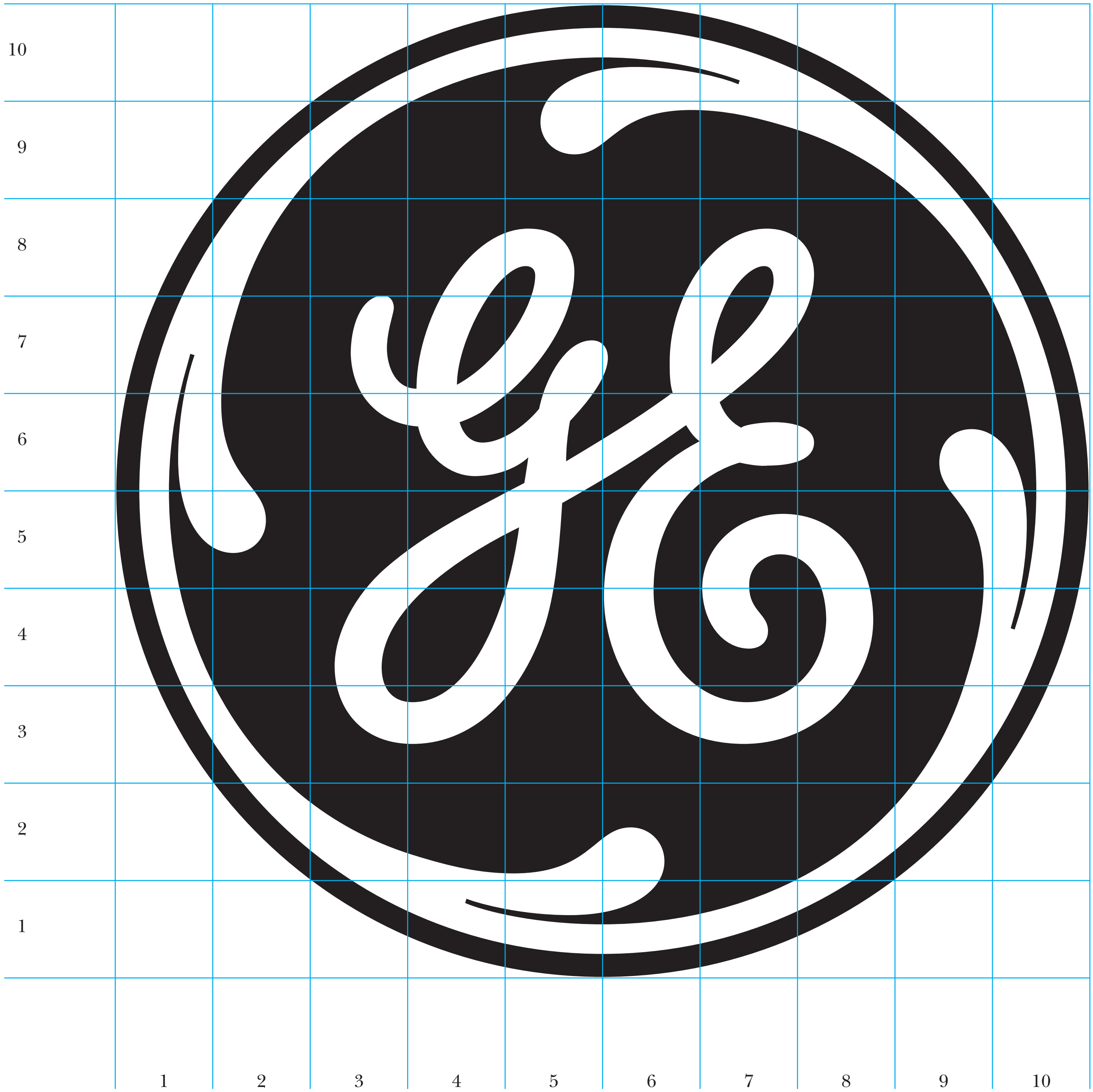
Positive Signature Monogram, *16-Unit Grid*


16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16

Note: The letters/curlicues are always lighter than the field. Use this positive signature Monogram against a white, light, or brightly colored background and make

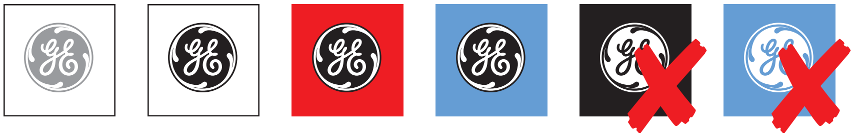
- the letters/curlicues white
- the field Platinum Grey or black



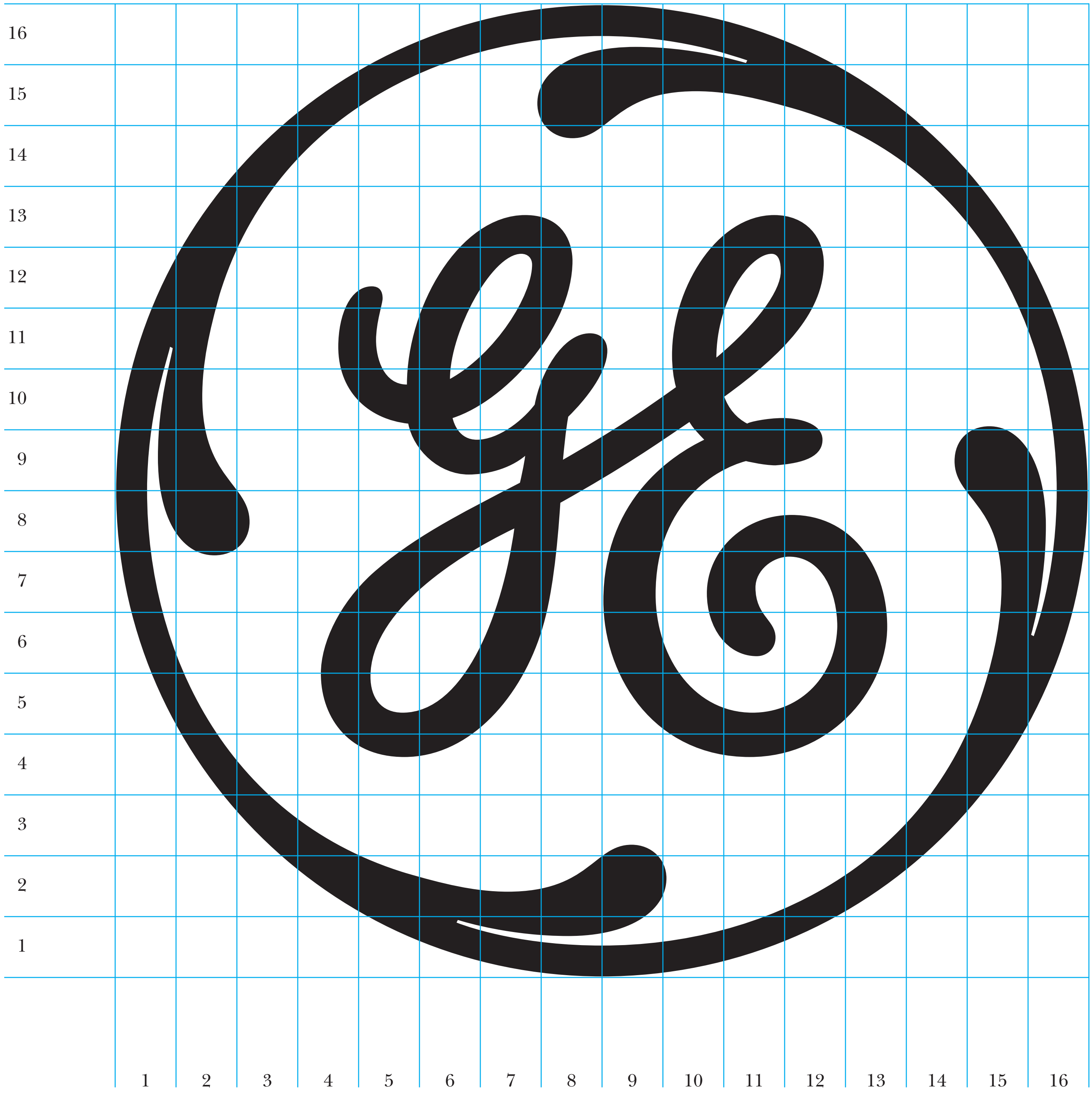


Note: The letters/curlicues are always lighter than the field. Use this positive signature Monogram against a white, light, or brightly colored background and make

- the letters/curlicues white
- the field Platinum Grey or black

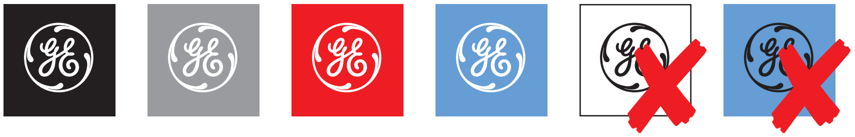


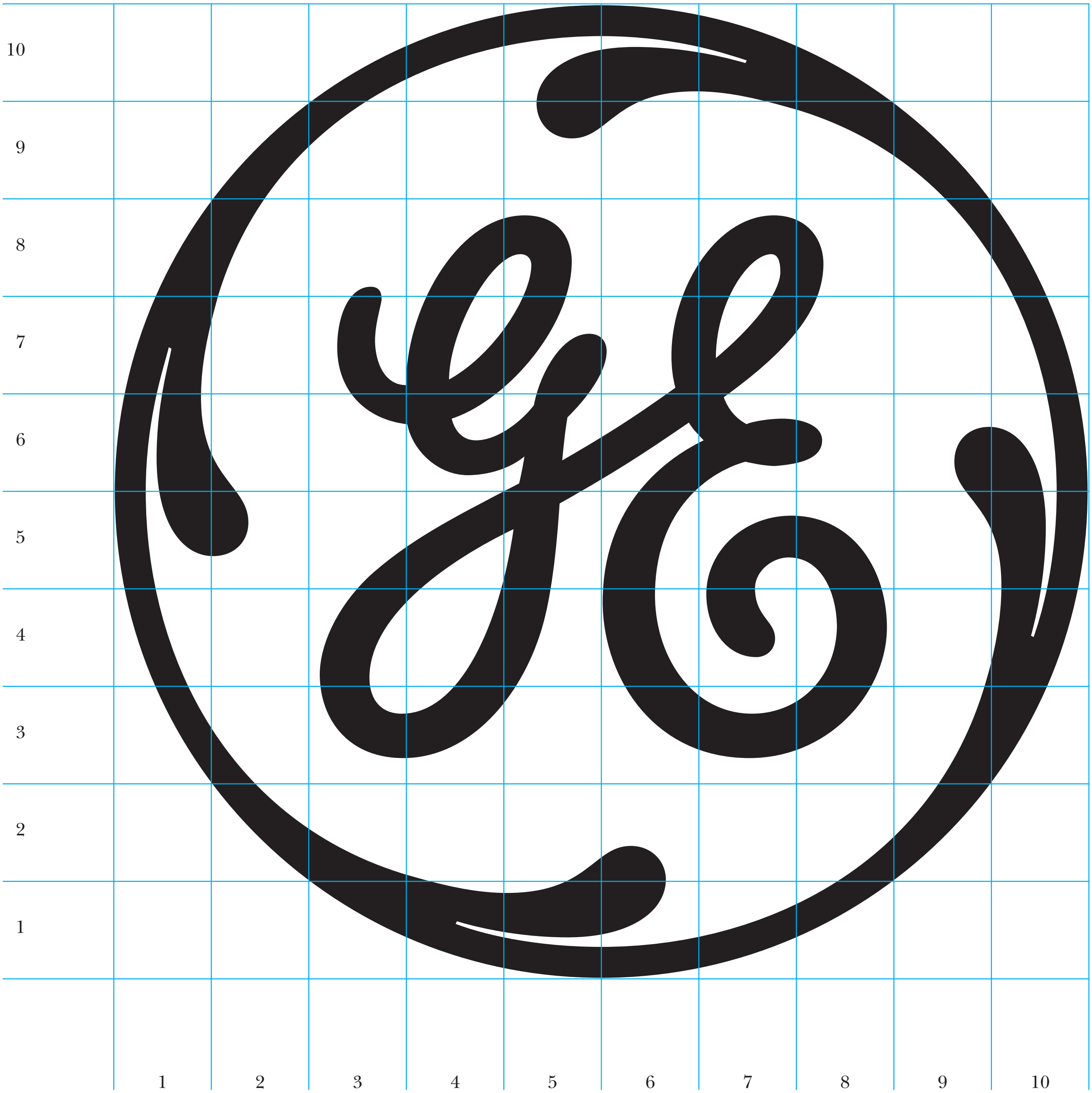
Reverse Signature Monogram,
16-Unit Grid


16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16

Note: The letters/curlicues are always lighter than the field. Use this reverse signature Monogram against a black, dark, Platinum Grey, or brightly colored background and make

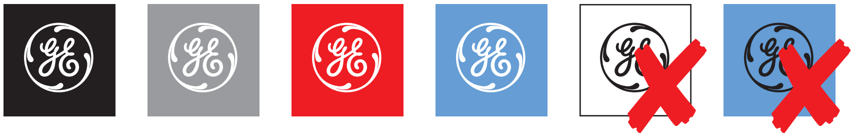
- the letters/curlicues white
- the field the same as the background color

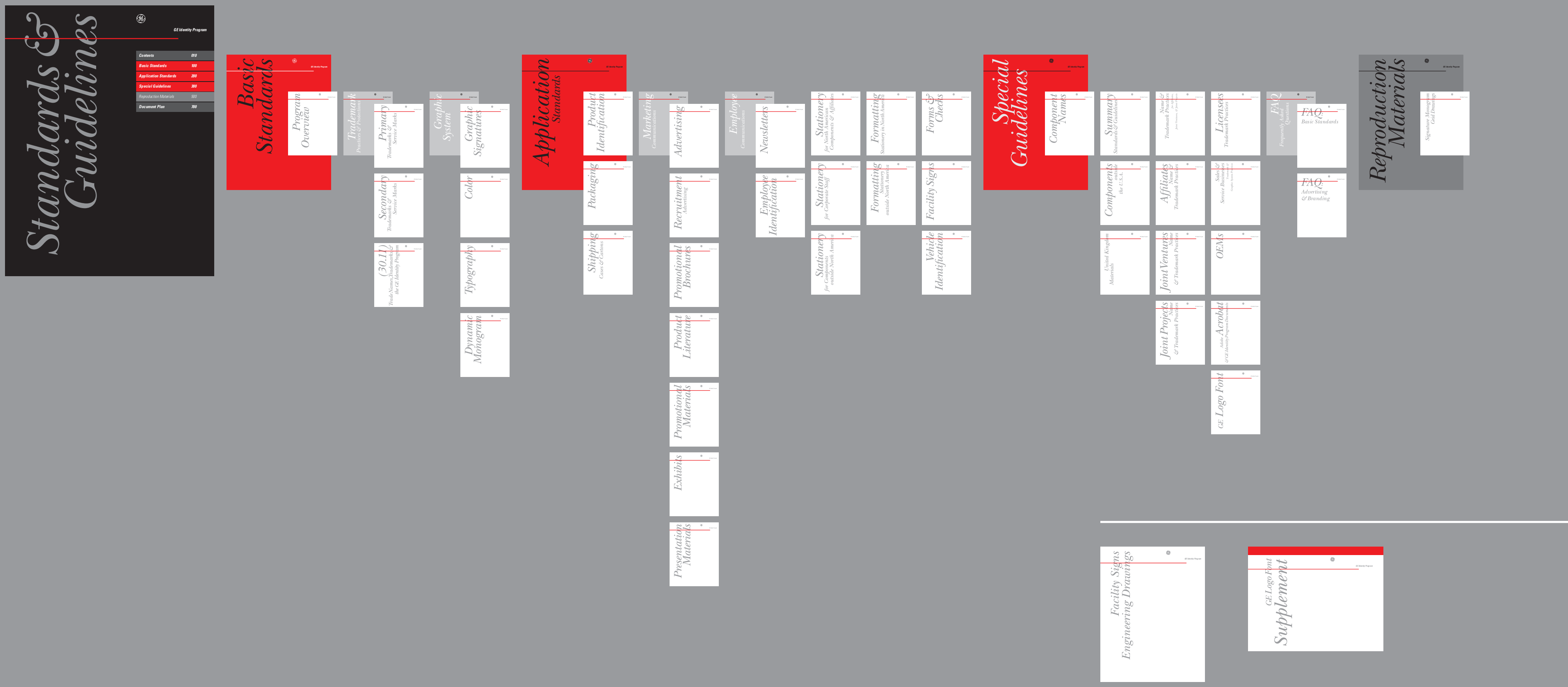




Note: The letters/curlicues are always lighter than the field. Use this reverse signature Monogram against a black, dark, Platinum Grey, or brightly colored background and make

- the letters/curlicues white
- the field the same as the background color




Standards & Guidelines
GE Identity Program
Contents
Basic Standards
Application Standards
Special Guidelines
Reproduction Materials
Document Plan
Basic Standards
Program Overview
Trademark
Primary
Secondary
(30.11)
Graphic System
Graphic Signatures
Color
Typography
Dynamic Monogram
Application Standards
Product Identification
Packaging
Shipping
Marketing Communications
Advertising
Recruitment
Promotional Brochures
Product Literature
Promotional Materials
Exhibits
Presentation Materials
Employee Communications
Newsletters
Employee Identification
Stationery
Stationery
Stationery
Formatting
Formatting
Forms & Checks
Facility Signs
Vehicle Identification
Special Guidelines
Component Names
Summary
Components
United Kingdom Materials
Names
Affiliates
Joint Ventures
Joint Projects
Licensees
Sales
OEMs
Acrobat
GE Logo Font
FAQ
FAQ Basic Standards
FAQ Advertising & Branding
Reproduction Materials
Signature Monogram Grid Drawings
Facility Signs Engineering Drawings
GE Logo Font Supplement